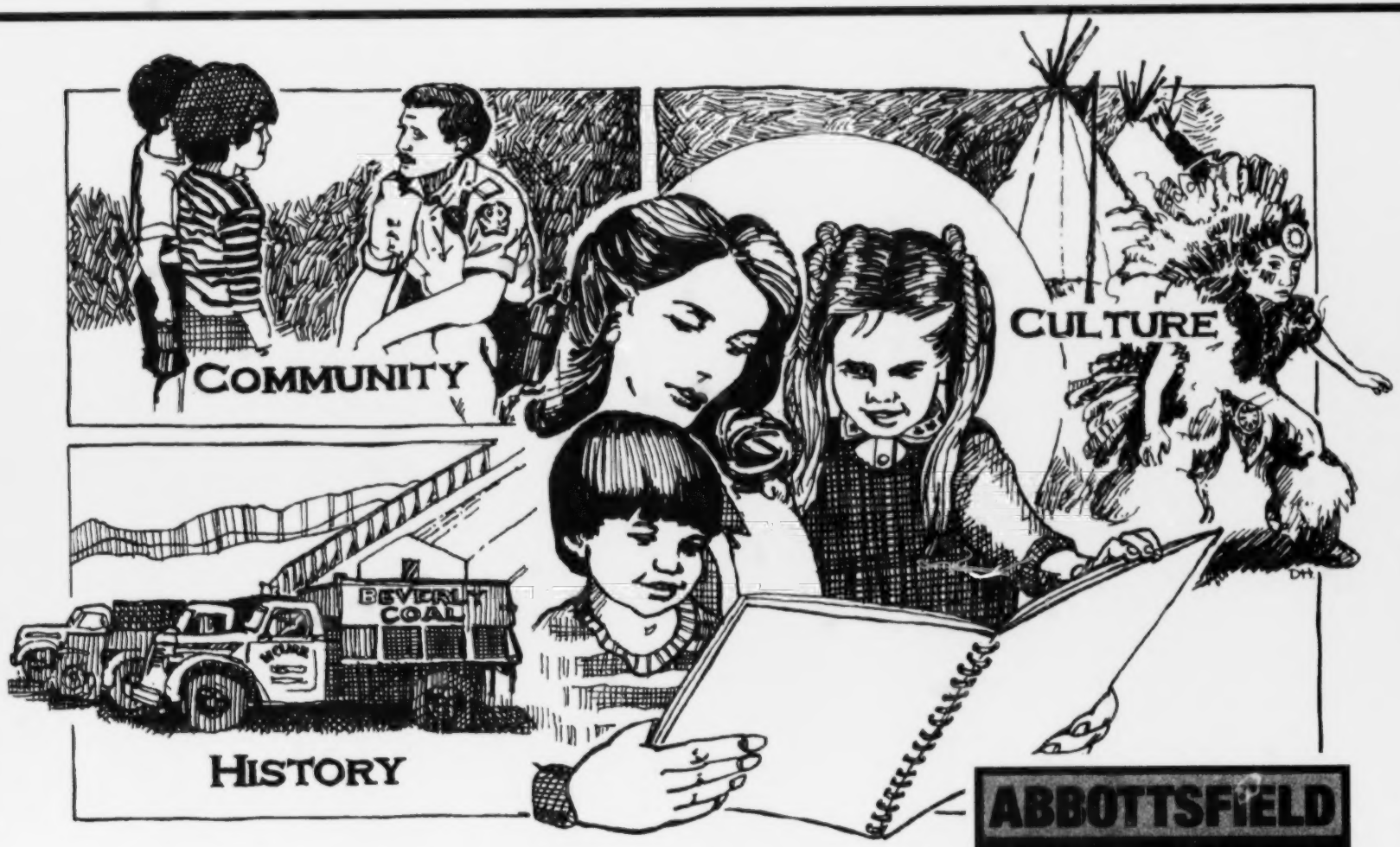

ABBOTTSFIELD RUNDLE HEIGHTS

COMMUNITY DEVELOPMENT PLAN

October 21, 1996

Produced in cooperation with
the City of Edmonton
Planning and Development Department

ABBOTTSFIELD – RUNDLE HEIGHTS
FIVE COMMUNITIES–ONE VISION
COMMUNITY DEVELOPMENT

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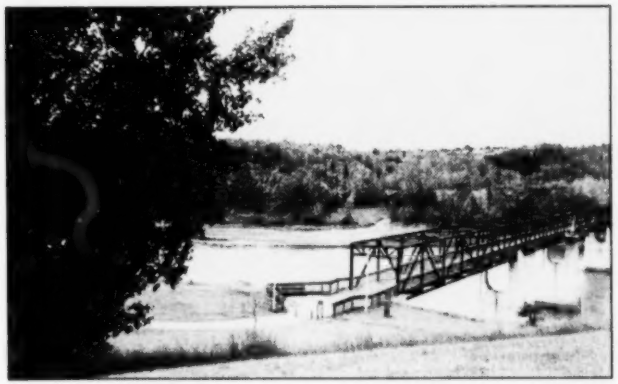
Chapter 1
Executive Summary

1.1 Introduction

The neighbourhoods of Beverly Heights, Beacon Heights, Abbottsfield, Rundle Heights and Bergman comprise the former town of Beverly located east of 50 Street, south of the Yellowhead Trail, west of Victoria Trail and north of the river.

This community with a population of about 14,000 was developed extensively in the mid '50's and then experienced a boom of multi-family housing in the mid '70's.

The positive features of the community include: the proximity to the river valley and the park system, the mature trees on boulevards in the older neighbourhoods, the long time residency of many,



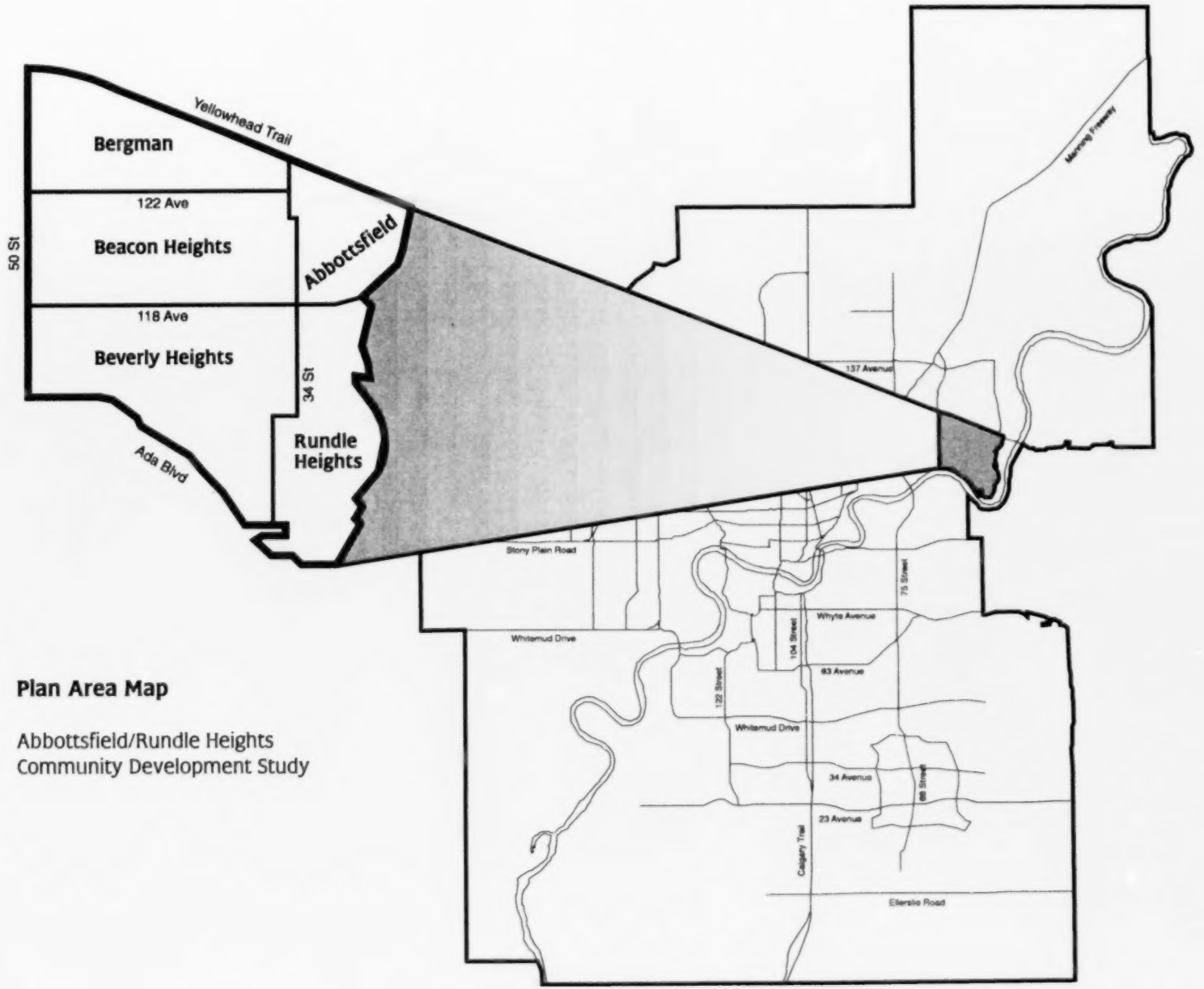
View of the river valley showing the footbridge between Rundle Park and Goldbar Park

Mature trees line the streets in Beverly Heights

the diverse ethnic population, the history of coal mining, the presence of many social agencies and community organizations which contribute to improving the quality of life for residents, a wide range of age groups - from very elderly seniors to numerous small children and the presence of a newly-formed BRZ - the Beverly Business Association.

The problems facing these neighbourhoods are the impetus for this document and include: unacceptable levels of poverty and unemployment, crime, the poor maintenance and appearance of the multi-family housing, transiency and a decline in the commercial vibrancy of the community.

This plan addresses these and other problems by capitalizing on the positive features and is a comrnitment on the part of the community to become self-reliant in resolving local concerns.



Plan Area Map

Abbottsfield/Rundle Heights
Community Development Study

1.2 - Vision Statement and Community Goals

"We envision a vibrant, dynamic, safe community that celebrates ethnic and cultural diversity and that promotes caring and belonging - as a family."

The logo was designed by the Steering Committee early in the process.

The logo represents the five communities of Abbottsfield, Beacon Heights, Bergman, Beverly Heights and Rundle Heights and its residents of diverse ages and backgrounds who have come together in the spirit of shaping a better future for all.

The eye below them represents the common vision for the five communities participating in the study. The eye also represents a youth holding his/her hands together above the head in a sign of community unity.

The community goals that have been established toward this vision are:

1. Economic Development

a) To develop the human resources in the community
b) To support and develop local business
c) To create an environment which will attract new business
d) To improve community partnerships

2. Housing

a) To preserve and upgrade existing housing
b) To develop a balance of affordable rental and owned housing in the communities of Abbottsfield and north Rundle Heights

3. Transportation/Physical Environment

a) To improve the maintenance and appearance of the physical environment
b) To improve the infrastructure as needed
c) To improve vehicle, pedestrian and transit circulation

4. Land Use Development

a) To minimize land use conflicts
b) To enhance the "small town" character
c) To encourage a mix of appropriate residential and commercial uses

5. Crime and Safety

a) To organize the community
b) To reduce levels of youth crime
c) To develop partnerships with the Police and Emergency Response Services
d) To promote public safety

6. Recreation, Community and Social Services

a) To support, promote and improve existing leisure spaces, facilities and programs
b) To develop new leisure spaces, facilities and programs as needed
c) To foster the development of a caring, responsible community
d) To strengthen and revitalize the community

7. History of the Area

a) To preserve the identity of the Town of Beverly

The cenotaph in Beverly is the oldest in the province

Chapter 2
Process

2.1 Plan History/Authorization

The impetus for the Abbottsfield/Rundle Community Development Plan arose from a Mayor's inquiry in July 1994 regarding planning problems in Abbottsfield, and in particular problems surrounding Park Valley Village, a multi-family housing project in Rundle Heights. A report to Executive Committee of City Council on November 2, 1994, in response to this inquiry, recommended a short term strategy to examine the situation at Park Valley Village and a longer term strategy to address the health of the community through the undertaking of a Community Development Plan.

On March 29, 1995, the Executive Committee received a report which summarized the findings of a Task Force, chaired by the Commissioner of Housing, on the inspection of the Park Valley Village housing units by the Safe Housing Committee and contained the draft Terms of Reference for the preparation of the Abbottsfield/Rundle Community Development Study. The following motion was approved:

> "That the activities be action and results oriented rather than focused on the Land Use Bylaw and planning amendments, and the Administration provide a six month update"

The approval of the draft Terms of Reference gave authorization to initiate the process, establish the Study Steering Committee and hire a Community Development Coordinator to assist the Planning and Development Department with the study.
In October, 1995, the Executive Committee received an update report which summarized key activities including the formation of the Steering Committee, the finalizing of the Terms of Reference and the selection of the Community Development Coordinator.

This report contains the results of the community development process as outlined in the Terms of Reference approved by the community and Executive Committee.

2.2 The Plan Process

The Terms of Reference, drafted by the Planning and Development Department and ratified by the Steering Committee, authorized a plan process intended to be both comprehensive and dynamic. The process was directed by the community through a Study Steering Committee and was facilitated by a community coordinator to ensure resident participation.

The coordinator connected with community individuals and organizations to assist them in identifying a community vision and strategies to achieve that vision.

Although funded by the civic administration, the community coordinator reported to the Steering Committee and remained independent in order to represent and advocate community interests. Civic staff were a resource to the Steering Committee, the coordinator and community residents. While elements of this approach to planning have been used before, a community driven process to address a broad range of issues related to community health is a significant departure from the typical neighbourhood planning undertaken by the Planning and Development Department.

2.3 - Guiding Principles

A community-driven participatory process recognizes that:

1. all stakeholders (residents being the most important) are encouraged to participate
2. continuous, meaningful opportunities need to be made available for input to the process, particularly for those who do not usually participate
3. decisions are made by consensus
4. local resources and expertise are utilized and outside resources are used in an advisory role when requested by the community
5. the development and strengthening of community-building skills for all community residents is integral to the long term ongoing process

2.4 Organizational Structure

The organizational structure for this community driven planning process included the Study Steering Committee and seven (7) working sub-committees:

- Economic Development
- Housing
- Transportation/Physical Environment
- Land Use Development
- Crime and Safety
- Recreation, Community and Social Services
- History

The Steering Committee finalized the Terms of Reference, selected the community coordinator and performed an overall coordinating function. The working sub-committees developed goals, objectives and initiatives related to specific issue areas named above. Most of the sub-committees will continue their work on the implementation of the initiatives.

All committees were open to anyone in the community who wished to participate. A special effort was made to ensure that the Steering Committee was comprised of volunteers from all five participating neighbourhoods.

A Community Development office was established in the Rundle Centre shopping mall in November 1995 to act as an office for the community development coordinator, meeting space for the various committees and a resource centre for community residents. In addition to the coordinator, the office was staffed on a regular basis to provide a presence in the community.

More than 100 people were directly involved on an ongoing basis during the planning process; through committee work, workshops or community initiatives undertaken during the planning process. The majority of these people will continue to participate in community improvement initiatives in the implementation stage.

2.5 Communication

As with any participatory planning process, a relatively small group was involved in the early stages. Therefore an extensive communication program was required to involve a larger number of community residents and ensure that decisions being made by the Steering Committee and working sub-committees reflected the goals and aspirations of the community-at-large. Throughout the process, but particularly in the early stages, the community coordinator approached numerous community organizations, interest groups and individuals to solicit their input on issues and invite them to participate in the process.

The following summarizes the key activities/events organized as part of the communication program for this project:

May 30, 1995: Initial community public meeting to "introduce" the project to the community. The Terms of Reference was reviewed and an invitation to join the study Steering Committee was made and volunteers recruited.

November 1995 to January 1996: Over 500 responses to community questionnaires through one-on-one interviews, block meetings, school newsletters, community league newsletters, small group meetings and focus groups facilitated the mobilization of the community.

February 13, 1996: A community vision workshop where issues were reviewed, sorted and prioritized. A community vision statement was adopted.

May 11, 1996: A Community Festival was organized by various volunteers and coordinated through the Community Development Study office. The festival consisted of a parade, motorcycle show, displays by the Armed Forces, C.A.E.R. fair and craft sale. Proceeds of the festival went to organizations involved with children and youth in the community.

June 19, 1996: A public forum to present the community vision and the goals and objectives developed by the working sub-committees to achieve that vision to the general public.

September 10, 1996: A forum to present the community vision, the goals and objectives to achieve that vision and ideas for implementation to senior civic officials and Foundations.

September 16, 1996: The Steering Committee and representatives from the working sub-committees present the draft plan at a community wide meeting.

Extensive efforts were made to notify people of upcoming study activities, initiatives resulting from the planning exercise and public meetings. Community league newsletters, school newsletters, posters and door-to-door delivery of flyers were used to invite residents to participate in workshops, meetings and open houses.

2.6 Study Methodology

The following methodology was used by the Steering Committee and working sub-committees in investigating issues related to their respective areas of concern:

1. Consultation with various civic departments including: Planning and Development, Community and Family Services, Police Services, Transportation, Emergency Response and Parks and Recreation.

2. Consultation with business owners in the study area and the Beverly Business Revitalization Zone members and directors.

3. Consultation with tenants associations and resident managers of complexes in Abbottsfield and Rundle Heights.

4. Consultation with various service delivery agencies, churches and interest groups in the community.

5. Consultation with the community leagues.

6. Exchange and evaluation of ideas and information amongst the members of the Steering Committee and various working sub-committees.

7. A review of relevant plans, background reports, studies and resource materials.

2.7 Approval Process

The plan document, including the implementation strategy, will be submitted to City Council for public hearing and approval in the fall of 1996. Further to approval by Council, the community will continue to work with the various stakeholders on the implementation initiatives as identified in the implementation strategy.

The Steering Committee is comprised of volunteers from the five Neighbourhoods

Chapter 3
Plan Area

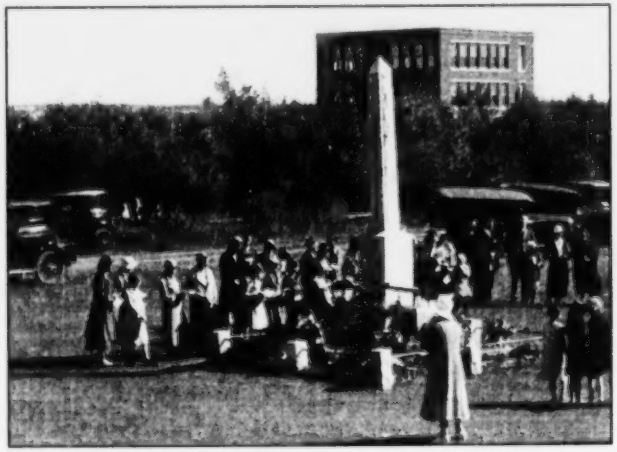
3.1 Historical Development

In 1910, Beverly was known as the north and south half sections of Township 53, Range 24, west of the fourth Meridian. The first settlement constituted a group of men who were employed in the coal mines. This group initiated the first meeting of the Beverly village council in 1912. It officially became a village in 1913 and in 1914, Beverly applied to become incorporated as a town. The population had grown from 300 to 1000. The name Beverly was given to the area after Beverly Township in Wentworth, Ontario.

The decline in the coal mining development led Beverly to seek assistance from the provincial government from 1937 until 1949 when the town was again able to manage it's own affairs. The building of the Beverly bridge in 1953 led to new growth in Beverly. The best years in Beverly, from a building perspective, were 1955 and 1956. Many modest bungalows were built in the neighbourhoods of Beverly Heights and Beacon Heights. The 118 Avenue businesses were vibrant and served the shopping needs of the population. At the time of annexation in 1961, the population was 9,000.

New homes were built in Rundle Heights and in 1970, Beverly saw it's first multi-family row housing complex and a new shopping centre, the Abbottsfield Mall. The subsequent development in Rundle Heights north and Abbottsfield was all multi-family row housing and apartment blocks.

Royal Silver Fox Farms, c. 1930



Beverly Cenotaph, c. 1933

Beverly Coal Company, c. 1938

Dando Block in Beverly, c. 1937

Bergman, north of Beacon Heights, was the last area to be developed and is comprised of large single family homes. There is existing vacant land on the west perimeter of Bergman on 50 Street, and some vacant lots on the 118 Avenue commercial strip.

The concentration of medium density housing and the decline of the business corridor has resulted in economic, social and physical concerns that need to be addressed to improve and revitalize small town Beverly.

For 47 years, Beverly was a little town. The small town feeling is still prevalent today and is the basis for the revitalization of the community.

3.2 Existing Land Use

The community consists of five neighbourhoods, with some marked differences in the type of development resulting from the housing demands and tastes prevalent at the time of development.

The neighbourhoods of Beverly Heights and Beacon Heights formed the former Town of Beverly and trace their origins back to the early 1900's with the development of coal mining in the area. The majority of development took place in the 1950's to accommodate demand for new affordable housing in the post war era. The neighbourhoods contain primarily modest single detached dwellings in a mix of styles typical of the era , with a grid system of streets, back lanes and treed boulevards. 118 Avenue serves as both the major thoroughfare and business area. Local streets and avenues contain mature landscaping on the boulevards and combined with mature landscaping on private property, enhances the visual attractiveness of the neighbourhoods.

The neighbourhoods of Abbottsfield and Rundle Heights were both constructed in the early to middle 1970's. Abbottsfield's residential component consists entirely of medium density multi-family housing with a mix of townhouse and low rise apartments. The remainder of the neighbourhood is comprised of a large commercial site, the Abbottsfield Shopping Centre, and institutional sites, including a school and park and a former school site converted to a community centre, the Abbottsfield Recreation Centre (ARC).

The street pattern is curvilinear and consists of a major arterial, Abbottsfield Road, which serves as the main access to four large housing complexes. The scale and mass of the multi-family buildings, and the layout of the housing complexes with internal parking lots and internal access roadways contrasts sharply with the older low density residential neighbourhoods to the west. This marked difference in physical characteristics has reinforced the perception of Abbottsfield and north Rundle Heights as a separate community from the neighbourhoods to the west of 34 Street.

Rundle Heights is comprised of two distinctly different character areas. The portion north of 113 Avenue, referred to as north Rundle Heights, is similar in character to Abbottsfield with a mix of medium density multi-family housing and semi-detached residential dwelling units and one small commercial complex, Rundle Centre. South of 113 Avenue, the neighbourhood is predominantly single detached residential dwellings in a style and type of construction typical of the late 1960's and early 1970's. The subdivision design was based on a curvilinear street pattern, with two elementary schools and a large playground and sports fields forming a central neighbourhood focal point. A concentration of multi-family dwellings are located in the vicinity of 34 Street between 105 and 107 Avenues.

The Bergman neighbourhood is almost exclusively residential, with single detached dwellings being the predominant style. The Bergman neighbourhood was developed in two different time periods and both the style of buildings and street pattern reflect these two periods. The older portion of the neighbourhood between 122 and 123 Avenues, was originally part of Beacon Heights and formed the northernmost portions of the old Town of Beverly. Houses in this part of the neighbourhood date from the 1950's and early 1960's. The newer portion of the neighbourhood, north of 123 Avenue, was developed after completion of the Yellowhead highway allowed the opportunity for infill development. The northwest portion of the neighbourhood has been the subject of a replot scheme for a period of some twenty years and remains vacant and undeveloped. The subdivision design is a mix of grid, modified grid, and curvilinear patterns. Homes in this area date from the mid 1980's and reflect the style and materials of that time. A large passive park forms a central focal point in the neighbourhood.

Schools

All the neighbourhoods in the community, with the exception of Bergman, are served by both Public and Separate Elementary Schools. Elementary school students in Bergman do attend schools in Beacon Heights. The community contains two Junior High

Schools, one Public and one Separate, both of which are located in Beverly Heights. One school, the former Saint Sophia Elementary School, has been sold and converted to a community activities facility (Abbottsfield Recreation Centre). The nine Public and Separate schools in the study area work together to keep abreast of issues and initiatives through a resource group called Partners for Youth - East End. This group consists of the school principals, representatives from Police Services, Emergency Services, Community and Family Services, Planning and Development, Parks and Recreation and other civic departments involved in specific initiatives (e.g. the proposed Abbottsfield library). In addition, a new school outreach program has been established to reach school youth twelve to fifteen years of age who have dropped out of school but wish to continue learning in a non-traditional environment.

School enrollments in the neighbourhoods have been relatively stable, with a gradual decline. School transiency has been a greater concern, with turnover of pupils in some schools reaching one hundred percent over the course of a single school year. Maintaining school attendance is an important issue in the community and is addressed by providing a secure and nurturing learning environment.

Parks

The study area is adequately served by neighbourhood parks. These parks provide opportunities for passive and active forms of recreation and contribute to the visual attractiveness of the neighbourhoods. The city-owned local parks have some form of play equipment for young children and are usually located in close proximity to a school. Given the average age of the neighbourhoods the playground equipment varies in condition. A number of parks have been recently refurbished, including the Abbott School playground.

While the neighbourhoods have sufficient parks facilities by city standards, the concentration of young children in the multi-family dwellings in Abbottsfield and north Rundle Heights has resulted in a significant need for tot lots and play areas for young children which are convenient to the dwellings. Although some of the housing complexes have built play areas on their sites, many of these are small in size and have limited play equipment.

The river valley, located adjacent to Rundle Heights and Beverly Heights, provides a wide range of additional recreation activities on the existing trails, such as walking, rollerblading, biking and jogging. A number of other activities are located in Rundle Park, which is a major park activity centre for Northeast Edmonton. A swimming pool, gymnasium and meeting/entertainment rooms are available at the ACT Centre, which offers a wide spectrum of recreation programs. The park's recreation facilities also includes: a large children's playground, tennis courts, baseball diamonds and sports fields, a golf course, recreation ponds for boating in the summer and skating in the winter, hills for tobogganing and picnic facilities equipped with tables and cooking facilities. While Rundle Park is a major asset to the community, it is not served by public transit and is not easily accessible to those without private transportation.

3.3 Development Trends: Residential

The majority of homes and business in Beverly and Beacon Heights were built in the 1950's and early 1960's and are now in excess of thirty years in age. Homes in these neighbourhoods are experiencing some renewal including: refurbishment, renovations, and additions. Although some limited redevelopment has occurred, redevelopment issues such as infill of larger homes has not been significant in the community to date. The renewal trend is ultimately related to the desirability of these areas in the future. It is important to develop the image of the community in order to encourage renewal and replacement of the existing housing stock.

Bergman represents a mix of old and new with the majority of dwellings constructed in a first wave of development in the 1950's and a second wave of development in the 1980's. There will also be further infill development in the northwest portion of the neighbourhood when servicing issues are resolved and development can proceed.

Rundle Heights experienced two different development patterns. The single detached residential dwellings, located south of 113 Avenue, were developed in the 1960's and are between twenty and thirty years of age. The multi-family dwellings, located north of 113 Avenue, were built in the 1970's at the same time as the Abbottsfield neighbourhood and these dwellings are now over twenty years old. The majority of these units are rental housing and are nearing the end of their economic life. Although some of the multi-family complexes have been refurbished or renovated, some concerns exist over the long term viability of such a significant concentration of multi-family dwellings in the existing housing market.

Abbottsfield was entirely constructed in the 1970's and the dwellings are now almost thirty years old. The mix of renter and owner-occupied units will require some refurbishment in the near future. As with the multi-family dwelling units in north Rundle Heights, there is some concern over the long term viability of the area, particularly the rental units, given the steady trend toward increasing vacancy rates for rental townhouse units in today's housing market.

Chart 3-1 Neighbourhood Construction

Period of Construction (% of buildings)

Neighbourhood	Pre 1950	1950 to 1959	1960 to 1969	1970 to 1979	1980 to 1989	not known	Total
Beverly Heights	8.4	52.7	28.6	8.0	1.2	1.1	100
Beacon Heights	8.4	62.2	19.8	7.3	1.3	1.0	100
Bergman	5.8	32.0	18.0	5.5	37.7	1.0	100
Abbottsfield				88.6		11.4	100
Rundle Heights			69.6	30.0		0.4	100

3.4 Development Trends: Commercial

Commercial activity on 118 Avenue has experienced gradual decline in the past twenty years. The commercial component located in Beverly Heights and Beacon Heights and developed in the 1950's consists mainly of one storey buildings housing small scale owner operated businesses. During the late 1950's and through the 1960's, the Avenue saw the development of more automobile oriented commercial development. Small strip malls, service stations and drive-in food services began to appear, some of which replaced the earlier pedestrian oriented commercial buildings. With the 1970's came the construction of the Abbottsfield Shoppers Mall, developed as an enclosed climate-controlled centre with a large surface parking lot. The shopping centre has undergone some renovations in recent years.

Rundle Heights is the only neighbourhood in the community to contain any commercial businesses outside the 118 Avenue area. A small concentration of business activity is located at 34 Street between 105 and 107 Avenues. The businesses located here are small scale and neighbourhood oriented.

No major expansions or site redevelopments have occurred in the plan area. The area has experienced a number of vacancies in recent years, particularly in the older commercial buildings which once contained small scale businesses. Several gas stations and a drive through food service ceased business operations and some have been redeveloped as used vehicle sales operations. Concern has been expressed by area residents regarding the number of business vacancies, the decreasing number of businesses serving the local neighbourhood and the increasing trend toward vehicle sales, pawnshop and secondhand stores in the study area.

Concern over the long term viability of the commercial businesses in the community has led to the establishment of the Beverly Business Revitalization Zone, which extends along both the north and south sides of 118 Avenue from 51 Street to the Abbottsfield Shoppers Mall east of 34 Street. The Beverly BRZ has developed a business plan for the revitalization of business activity along the avenue, including the development of a theme for future promotional activities. The business plan also contains initiatives to encourage businesses to locate in the area.

Community Maps

Existing Land Use and Land Use Districts

Abbottsfield
Existing Land Use

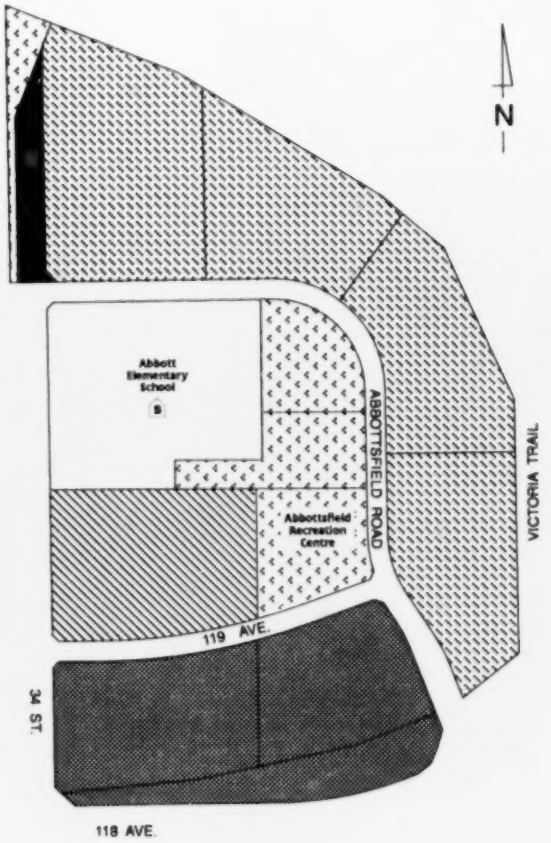
Source: SELUS/LUMP September, 1996

- One Unit Dwelling
- Two Unit Dwelling
- Multi Unit Dwelling
- Apartment
- Commercial
- Industrial/Utilities
- Transportation
- Open Space/Recreation

Institutional Uses

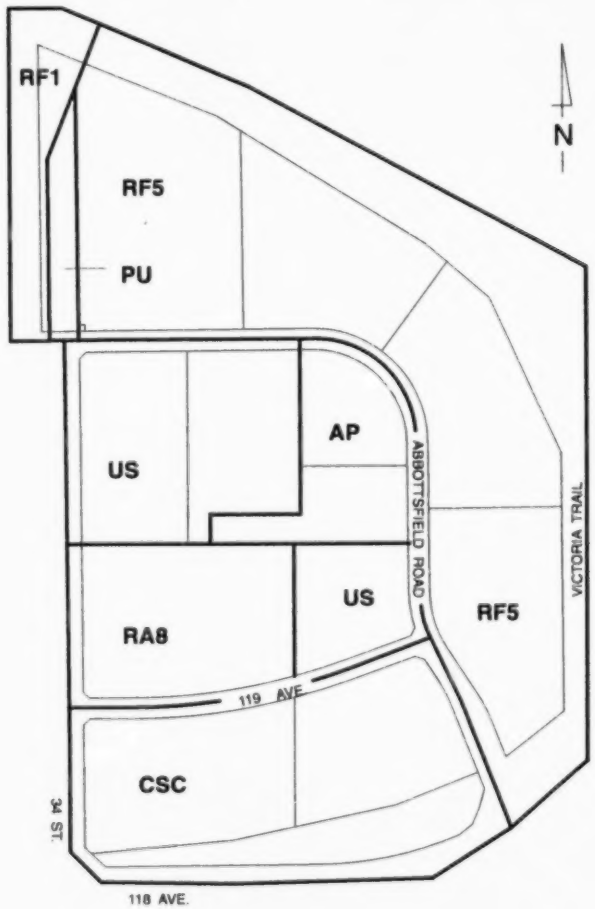
- School
- Religious Assembly
- Other Institutional

- Vacant/Undeveloped



Abbottsfield Land Use Districts

RF5 Row Housing District
RA8 Medium Rise Apartment District
CSC Shopping Centre District
US Urban Service District
PU Public Utility District
AP Public Parks District



Beacon Heights Existing Land Use

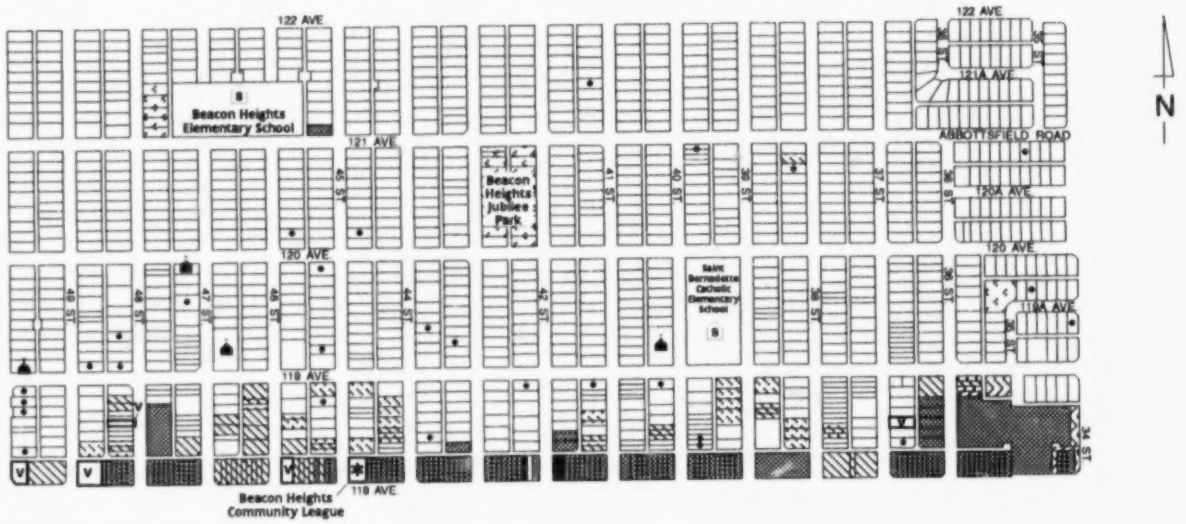
Source: SELUS/LUMP September, 1996

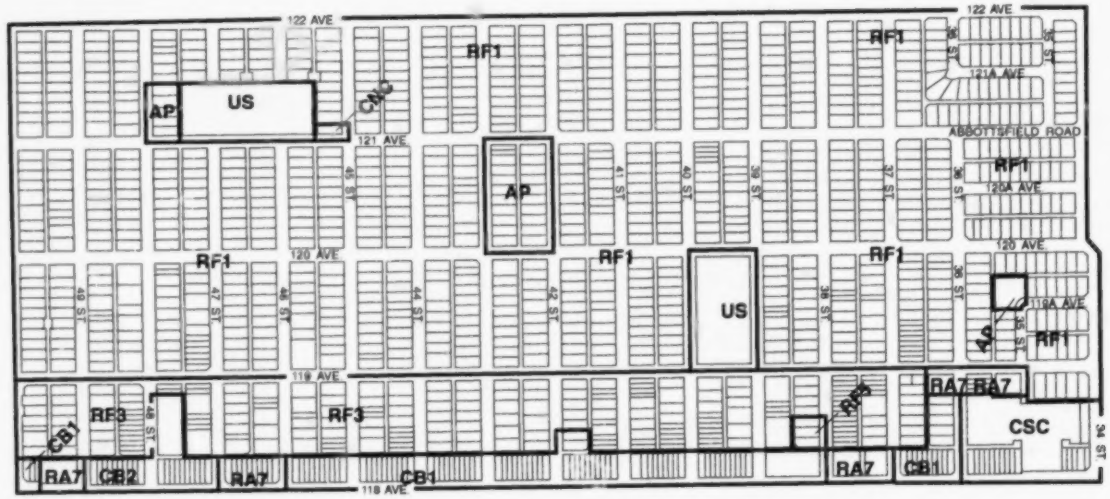
- One Unit Dwelling
- Two Unit Dwelling
- Multi Unit Dwelling
- Apartment
- Commercial
- Industrial/Utilities
- Transportation
- Open Space/Recreation

Institutional Uses

- (S) School
- Religious Assembly
- * Other Institutional

- (V) Vacant/Undeveloped





Beacon Heights Land Use Districts

RF1 Single Detached Residential District
RF3 Low Density Redevelopment District
RF5 Row Housing District
RA7 Low Rise Apartment District
CNC Neighborhood Convenience Commercial District
CSC Shopping Centre District
CB1 Low Intensity Business District
CB2 General Business District
US Urban Service District
AP Public Parks District

Bergman
Existing Land Use

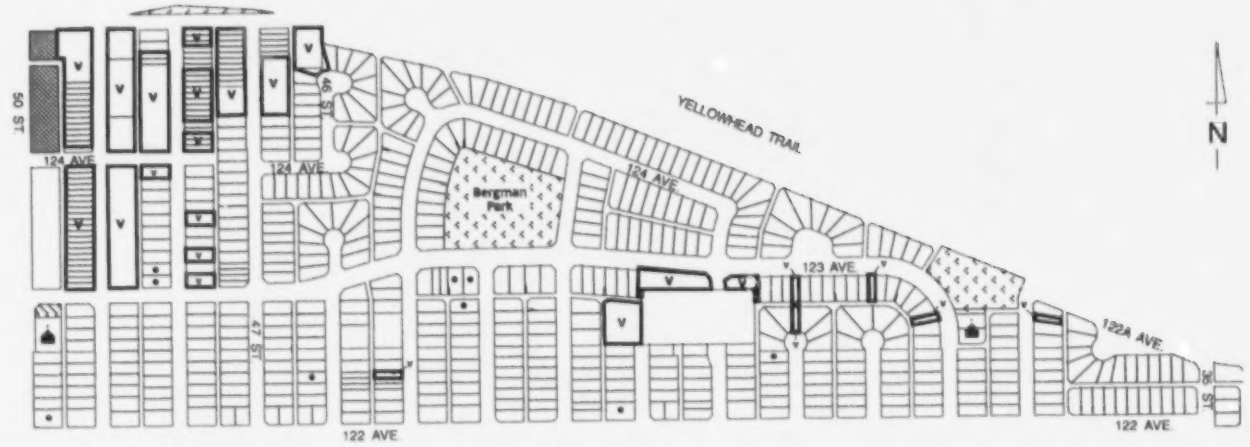
Source: SELUS/LUMP September, 1996

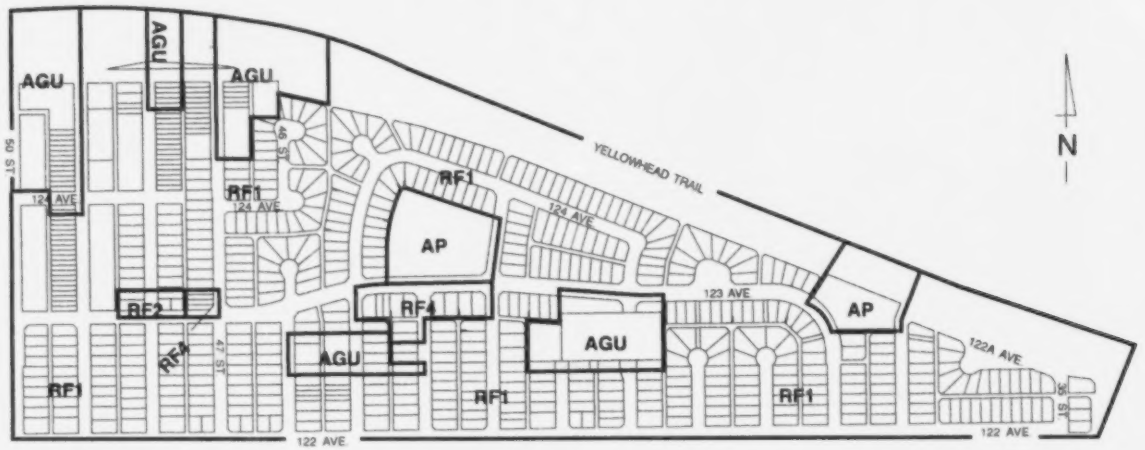
- One Unit Dwelling
- Two Unit Dwelling
- Multi Unit Dwelling
- Apartment
- Commercial
- Industrial/Utilities
- Transportation
- Open Space/Recreation

Institutional Uses

- School
- Religious Assembly
- Other Institutional

- Vacant/Undeveloped





Bergman Land Use Districts

RF1 Single Detached Residential District
RF2 Low Density Infill District
RF4 Semi-detached Residential District
AP Public Parks District
AGU Urban Reserve District

Beverly Heights Existing Land Use

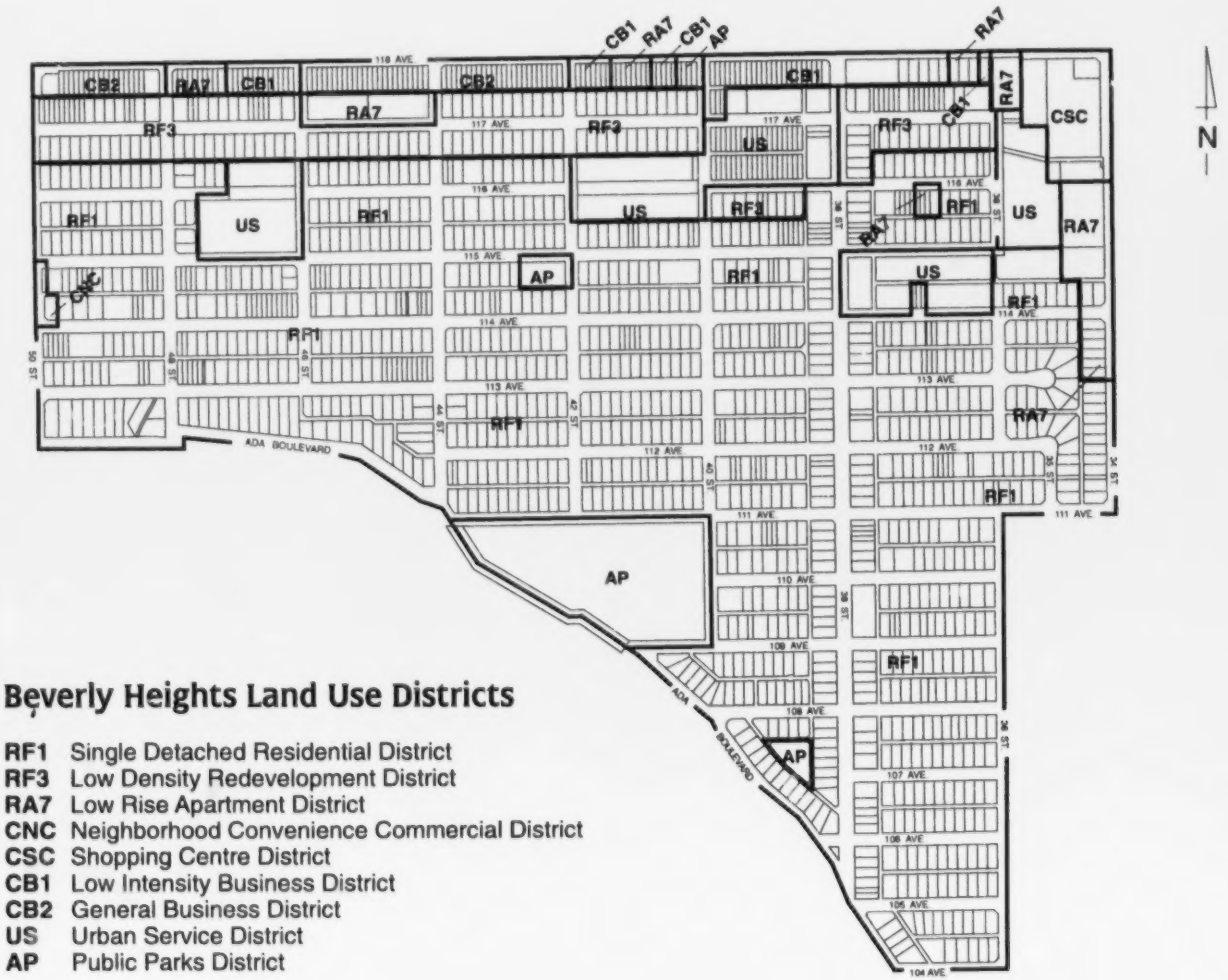
Source: SELUS/LUMP September, 1996

- One Unit Dwelling
- Two Unit Dwelling
- Multi Unit Dwelling
- Apartment
- Commercial
- Industrial/Utilities
- Transportation
- Open Space/Recreation

Institutional Uses

- (S) School
- Religious Assembly
- * Other Institutional

- V Vacant/Undeveloped



Beverly Heights Land Use Districts

RF1 Single Detached Residential District
RF3 Low Density Redevelopment District
RA7 Low Rise Apartment District
CNC Neighborhood Convenience Commercial District
CSC Shopping Centre District
CB1 Low Intensity Business District
CB2 General Business District
US Urban Service District
AP Public Parks District

Rundle Heights
Existing Land Use

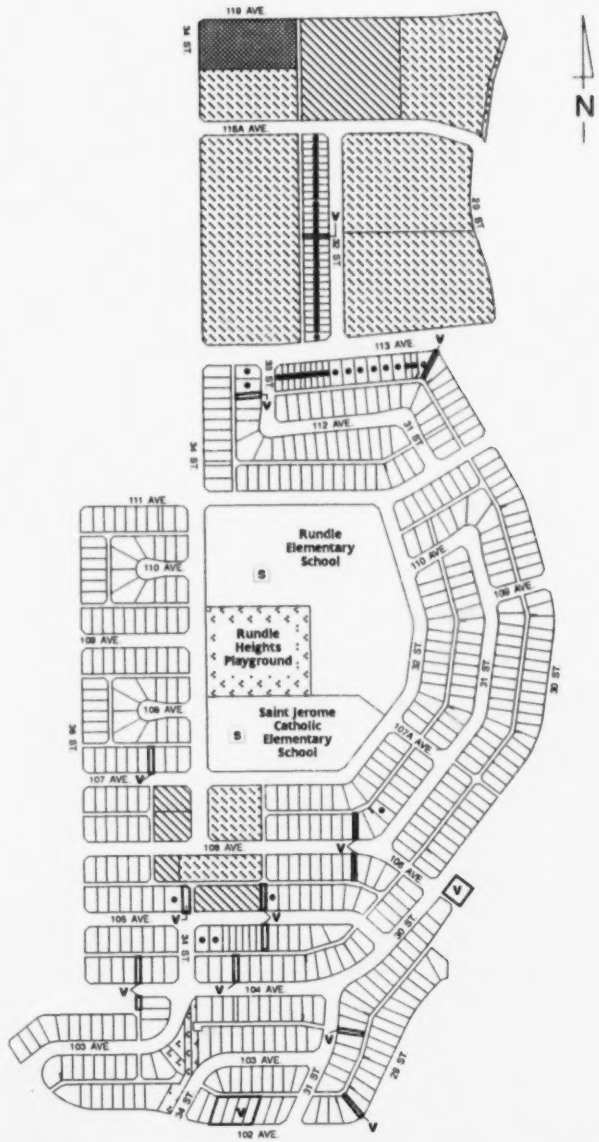
Source: SELUS/LUMP September, 1996

- One Unit Dwelling
- Two Unit Dwelling
- Multi Unit Dwelling
- Apartment
- Commercial
- Industrial/Utilities
- Transportation
- Open Space/Recreation

Institutional Uses

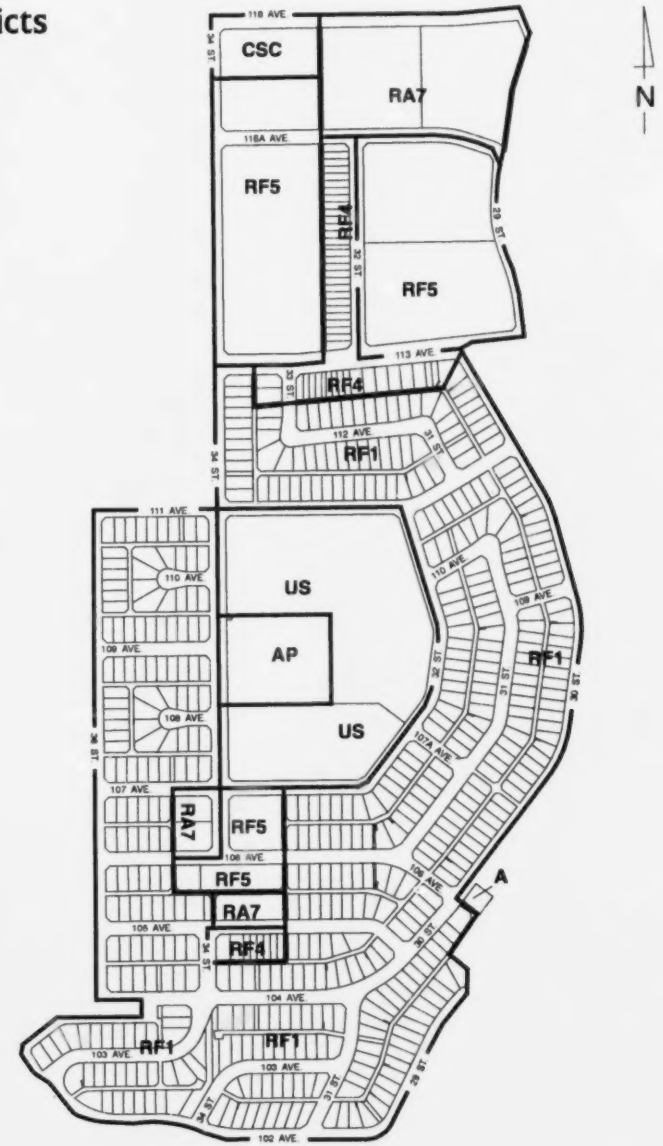
- School
- Religious Assembly
- Other Institutional

- Vacant/Undeveloped



Rundle Heights Land Use Districts

RF1 Single Detached Residential District
RF4 Semi-detached Residential District
RF5 Row Housing District
RA7 Low Rise Apartment District
CSC Shopping Centre District
US Urban Service District
AP Public Parks District
A Metropolitan Recreation District



Chapter 4
Demographic and Socio-Economic Composition

4.1 Introduction

The population of the community in 1993 was 14,705 persons, with the population of the multi-family area of Abbottsfield and north Rundle Heights being approximately 25% of the total population. In the past six years, the population has increased slightly in the community as a whole from 14,240 persons in 1987. The population has declined slightly in the neighbourhoods of Rundle Heights, Beacon Heights and Beverly Heights, and increased in Abbottsfield and Bergman.

The five neighbourhoods vary in their population composition when compared to city averages. Abbottsfield and Rundle Heights have significantly more children and teenagers than the City average, and a slightly higher number of young adults 20-29 years of age. It also has significantly less persons over 50 years of age than the city average. In contrast, Beverly Heights and Beacon Heights have much older populations, with significantly fewer children and teenagers and a larger number of adults over 60 years of age than the city average. Bergman's age distribution is closer to city averages, but with a higher number of persons in their thirties.

Over 50% of residents have lived in the same residence for five years or more in the neighbourhoods of Beverly Heights and Beacon Heights and Bergman, reflecting a stable population above the city's average of 40.6%. The percentage of long term residents is significantly lower in Abbottsfield and Rundle Heights. Only 16% of Abbottsfield residents and 32.5% of Rundle Heights residents have lived in the same residence for five years or more. The percentage rises significantly in both neighbourhoods when the number of residents who have lived there for 3 to 5 years are included, at 47% for Abbottsfield and 43.4% for Rundle Heights.

4.2 Abbottsfield

Abbottsfield's population has increased from 1927 persons in 1987 to 2170 persons in 1993; a ten percent increase in this six year period. Abbottsfield's multi-family housing stock is affordable accommodation for all income levels, which makes it attractive to persons with a limited budget for housing. The neighbourhood has a high proportion of young families, particularly single adults with children and a low proportion of adults 50 years of age or over. This may be largely due to the fact that the predominant housing style, which is a two storey townhouse, is not usually desired by seniors.

Compared to the City's average, Abbottsfield has:

- greater numbers of pre-school children and children attending kindergarten through Grade 6;
- more students in junior and senior high school;
- slightly more adults aged 20 to 29;
- slightly more adults aged 30 to 39;
- significantly fewer adults aged 40 and over;
- more single parent families;
- a relatively mobile population; and
- a significantly lower household income level.

4.3 Beacon Heights

Beacon Heights population has been stable in recent years. The 1993 population of 3,360 people was down slightly from 3,399 people in 1987. Developed primarily in the 1950's, many people who raised families in the neighbourhood have remained. Beacon Heights has a low proportion of young children but an average number children 10 to 19 years of age. It has a low proportion of people 20 to 49 years of age and a high proportion of persons over 50 years of age. 57% of residents have lived at the same address for more than five years, significantly higher than the city average of 40%.

Compared to the City's average, Beacon Heights has:

- significantly less pre-school children and children attending kindergarten through Grade 6;
- the typical number of children attending junior and senior high school;
- a higher number of two adult households;
- a higher proportion of adults over 50 years of age;
- a very stable population and
- a lower household income level.

4.4 Bergman

Bergman's population has experienced a significant increase in recent years due to the opportunity to develop lands north of 121 Avenue in the 1980's. The 1993 population of 1,575 has increased 50% from the 1987 population of 1,037 people. The age distribution of the neighbourhood is closer to the city average with the exception of the 30 to 39 year age group. Over 56% of residents have lived at the same address for more than five years.

Compared to the City's average, Bergman has:

- a much higher number of people between 30 and 39 years of age;
- a lower number of people over 60 years of age;
- a very stable population; and
- a higher household income level.

4.5 Beverly Heights

Beverly Height's population has experienced a decline in recent years. The 1993 population of 3755 people is down 3% from the 1987 population of 3888 people. Developed primarily in the 1950's, the population is aging and family size is shrinking as children grow up and move away. Over 50% of residents have lived at the same address for more than five years.

Compared to the City's average, Beverly Heights has:

- significantly less pre-school and children attending kindergarten through Grade 6;
- fewer children attending junior and senior high school;
- a higher number of two adult households;
- a higher proportion of adults over 50 years of age;
- a very stable population and
- a lower household income level.

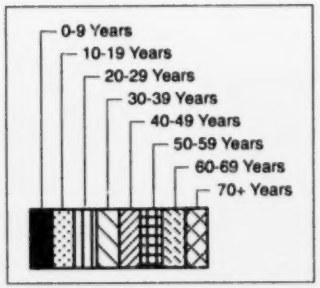
4.6 Rundle Heights

Rundle Heights has been experiencing a slight decline in population in recent years. The 1993 population of 3,845 people represents a decline of three percent from the 1987 population of 3,989 people. The location adjacent to the river valley and the choice of housing types make the neighbourhood attractive to people with a broad cross-section of age and income levels. Rundle Heights has a high proportion of young children and teenagers and a low proportion of persons over 60 years of age.

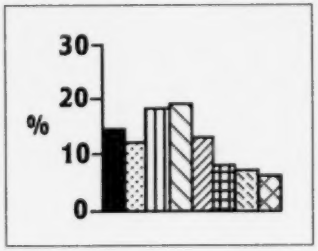
Compared to the City's average, Rundle Heights has:

- greater numbers of pre-school children and children attending kindergarten through Grade 6;
- more students in junior and senior high school;
- slightly more adults aged 20 to 29;
- slightly less adults aged 30 to 49 years of age;
- a similar number of adults aged 50 to 59 years of age;
- significantly less adults over 60 years of age;
- a relatively stable population and
- a lower household income level.

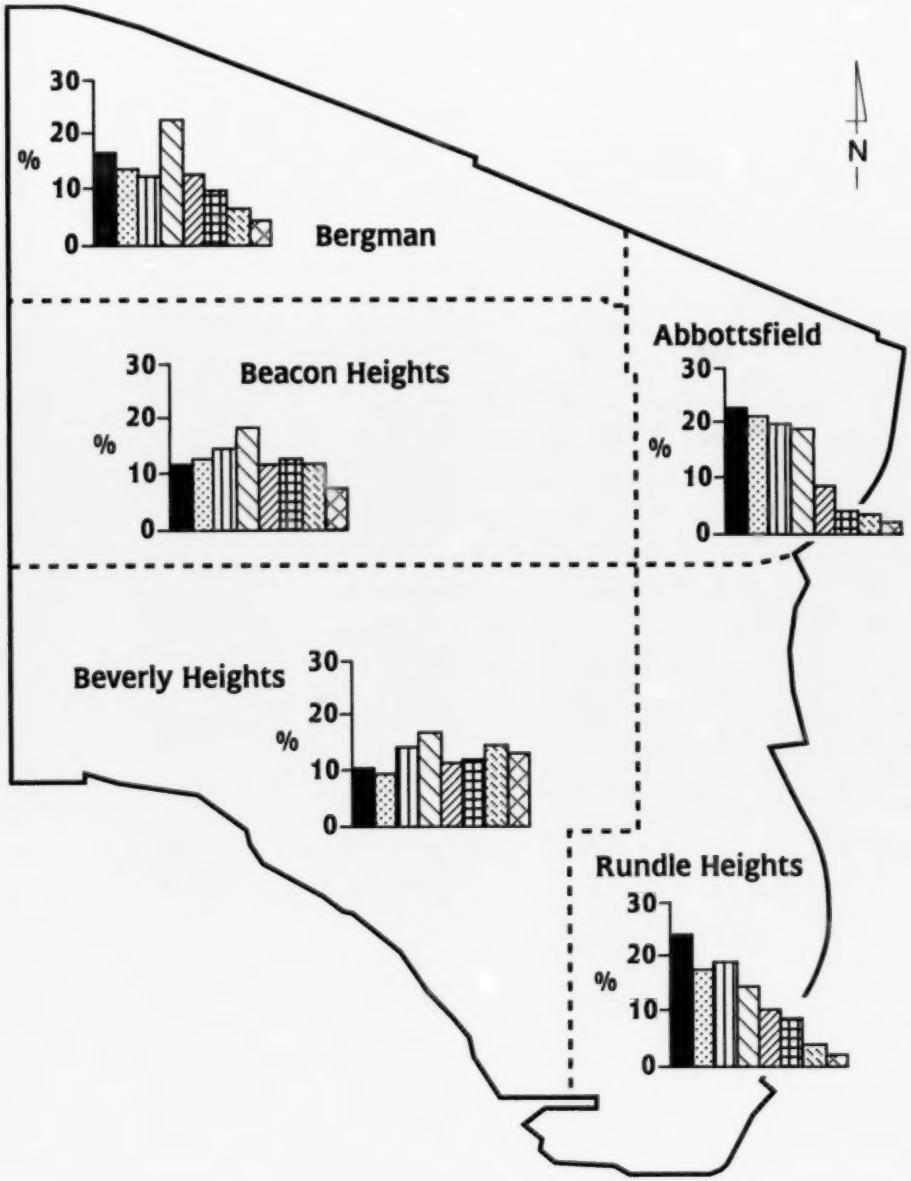
Chart 4-1
Community Age Distribution



Age Group



Age Group Distribution
For Total City Population



Chapter 5
Economic Development

The Drake Hotel, a long time area business, is a landmark on 118 Avenue

The communities of Abbottsfield and Rundle Heights are characterized by high levels of unemployment and poverty. The 1991 Federal Census recorded a median income of $17,475.00 for Abbottsfield and a median income for Rundle Heights of $29,079.00. The north portion of Rundle Heights is in the focus area and would, in fact, record a median income closer to the median income of Abbottsfield. The data is skewed because the south portion of Rundle Heights enjoys higher income levels and lower levels of unemployment.

The 1991 Federal Census recorded a 19.8% unemployment rate in Abbottsfield compared to a City rate of 5%. Similarly, the Rundle Heights neighbourhood recorded an 8.9% unemployment rate. The Labour Force Statistics unemployment rate, as recorded by Human Resources Development Canada, was 8.7% for the City in October, 1995. It is likely that the unemployment rate in the community has also gone up. Many of the residents lack education, training and have little employment history. The number of employable residents in Abbottsfield with Grade 9 or less education is 36.8% compared to the City rate of 21.2%. In Rundle Heights, the number of residents with Grade 9 or less is 33.4%. Those with post secondary education in the communities of Abbottsfield and Rundle Heights is 3.85% compared to the City rate of 5.7%. (City of Edmonton, 1993 Civic Census)

The presence of a newly-formed Business Revitalization Zone in Beverly will assist in the revitalization of the commercial area. An economic development working sub-committee is committed to actively pursuing options for the development of the human resources in the community and the matching of skills to needs in the community.

The Abbottsfield/Rundle Heights Community Development Plan proposes an integrated approach to improving the economics of the community and it's residents. The development of small businesses, a Farmer's Market, the use of local labour, community gardens, import replacement, training and mentoring experiences are included in the plan.

GOALS

1. To develop the human resources in the community
2. To support and develop local businesses
3. To create an environment which will attract new businesses
4. To improve community partnerships

Community women sewing at the Candora Community Centre

1 To develop the human resources in the community

Objective

1. To encourage the establishment of small and home-based businesses

Initiatives

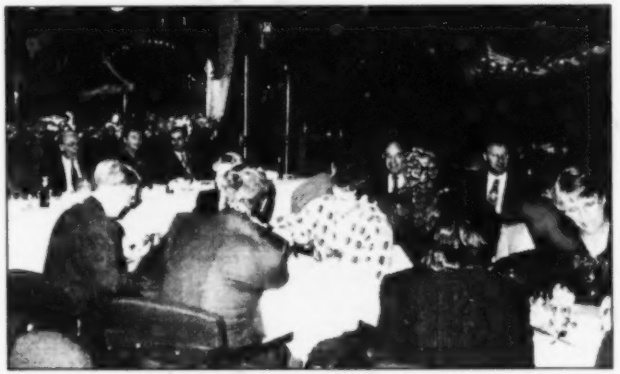
i) establish a neighbourhood centre for entrepreneurship
ii) conduct educational seminars
iii) explore financial options for community residents i.e.. microloans, cooperation with local banks, Community Loan Fund
iv) compile a resource directory
v) develop a community-based L.E.T.S. (Local Exchange Trading System) to facilitate exchange of services
vi) provide employment support both for persons new to paid employment and also for those recently unemployed
vii) establish a Beverly Farmer's Market

Objective

2. To assist business owners in establishing economically viable/successful businesses

Initiatives

i) explore financial options
ii) encourage partnerships with other owners for support and community-building



The Beverly Business Association quarterly meeting at the Beverly Crest Travelodge, September 1996

Objective

3. To assess the strengths, capacities, limitations of human resources

Initiatives

i) match resident skills to employer needs
ii) conduct a capacity inventory of residents
iii) provide training programs to respond to employer needs
iv) build up the skill base in community
v) assess local trends

2 To support and develop local business

Objective

1. To maintain and increase the viability of existing local businesses

Initiatives

i) encourage local shopping
ii) create support systems among businesses

Objective

2. To undertake a SWOT (strengths, weaknesses, opportunities, threats) analysis

Objective

3. To develop a marketing strategy

Initiatives

i) promote neighbouring businesses
ii) market the avenue as a mall/street rather than individually
iii) initiate a shop local campaign

3 To create an environment which will attract new businesses

Objective

1. To improve the safety in the community

Initiatives

i) establish a Business Watch
ii) develop partnerships between the police and the merchants

Objective

2. To encourage community spirit

Initiatives

i) involve community residents across all neighbourhoods in festivals

ii) enhance the visibility, market the community and promote the historical significance of the area with signage

iii) promote the community businesses and special events through locally-produced calendars

4 To improve community partnerships

Objective

1. To encourage cooperation and coordination of community groups, churches, businesses and organizations

Initiatives

i) conduct a capacity inventory

ii) explore joint projects

Objective

2. To market a positive image to the rest of the city

Initiatives

i) initiate contacts with EDE, Chamber of Commerce, other BRZ's

ii) provide media with positive community stories

iii) develop a tourist information booth in the community and provide Beverly community information to other information centres

New businesses along 118 Avenue

Implementation: Steering Committee, Beverly Business Association, Community Economic Development Working Committee, community organizations, community leagues, residents

Chapter 6
Housing

The five neighbourhoods are very different in terms of housing. Both Beverly Heights and Beacon Heights are dominated by single family, older homes while Bergman has a large amount of larger, new single family homes. South Rundle Heights is also comprised of single family dwellings but north Rundle Heights is comprised of all multi-family rental complexes. 50.8% of the accommodation in Rundle Heights is comprised of renters and 36% are homeowners.

Abbottsfield has no single family homes, only row housing and a large apartment complex. Of the available housing in Abbottsfield, 76.5% is rental and 16.5% is owned (City of Edmonton, Civic Census, 1993). The communities of focus have an overconcentration of multi-family row housing with many in need of repair. Most families are drawn to the community because of the affordability of housing and the accessibility to services.

The large amount of rental housing increases the transiency in the communities of Abbottsfield and north Rundle Heights and the challenge is to provide opportunities for affordable home ownership. Ownership for low and middle income families will improve the stability in the community. The following are the goals in the area of housing.

GOALS

- To preserve and upgrade existing housing
- To develop a balance of affordable rental and owned housing in the communities of focus

An older home in Beacon Heights that dates back to the 1940's

Alexander Plaza on the corner of 34 Street and 119 Avenue has 252 units in three large apartment complexes

1 To preserve and upgrade existing housing

Objective

1. To ensure the maintenance of existing housing

Initiatives

i) ensure the enforcement of basic health, safety and building standards
ii) maintain the physical appearance of the buildings and environs (yards, fencing, garbage)
iii) pilot a Safe Habitat Accreditation program
iv) involve tenants in decisions
v) work with community organizations
vi) provide educational seminars about standards, simple repairs, improving energy efficiency

Objective

2. To rehabilitate existing housing

Initiatives

i) provide incentives to property owners for improvements (Residential Rehabilitation Assistance Program)
ii) explore non-profit options (sweat equity)
iii) provide safe, affordable housing for disabled and seniors

Objective

3. To maintain subsidized housing options

Initiatives

i) explore the possibilities of portable subsidies for community residents
ii) ensure distribution of subsidized housing throughout the City, not concentrated in one area
iii) ensure affordable housing for community seniors

Park Valley Village looking north from corner of 113 Avenue and 34 Street has seen significant changes over the past year

1950's bungalow in Beverly Heights

Objective

4. To increase the control by residents

Initiatives

i) assist tenants with the formation of tenant associations

ii) assist residents with the formation of condominium associations or cooperatives

---

2 To develop a balance of affordable rental and owner occupied housing in the communities of Abbottsfield and north Rundle Heights

Objective

1. To promote home ownership for low and middle income families

Initiatives

i) explore rent-to-own, sweat equity schemes for down payments

ii) explore alternative financing options for low and middle income families

iii) cooperate with property owners to realize home ownership for residents

---

Implementation: Steering Committee, Planning and Development, Office of the Commissioner of Housing, property owners, management companies, condominium associations, tenant associations, community organizations, community residents

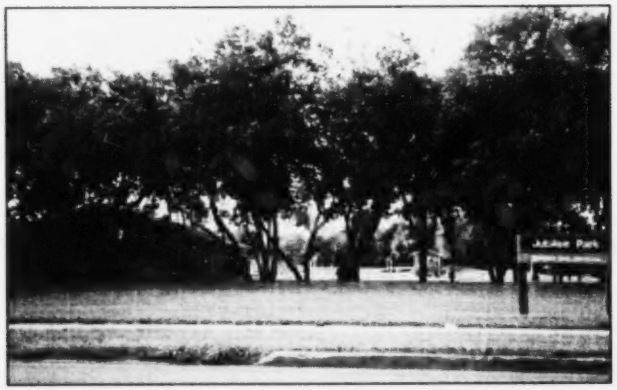
Chapter 7
Transportation/Physical Environment

The community is divided by an arterial roadway, 118 Avenue, which is bordered on both sides by a commercial strip and residential development. The safety of pedestrians in the community is integral to the transportation strategy. Currently, the speeding, shortcutting and volume of vehicle traffic on local roadways impedes that safety.

The infrastructure on 118 Avenue is in need of repair, particularly the sidewalks and curbing. The appearance of the buildings on 118 Avenue, the lack of streetscaping as well as the poor maintenance of properties in the communities of focus contribute to the negative image and poor retail sector.

Assets include the presence of the Beverly Business Association BRZ and the designation of 118 Avenue in the Capital Priority Plan for infrastructure repairs.

Rundle Park is part of the river valley system with excellent facilities at the A.C.T. Centre



Play spaces close to home are important to families with young children

Older trees line the streets in the mature neighbourhoods and the beauty of the river valley are also assets on which the community can build.

Initiatives include the development of a Traffic Plan, streetscape improvements to 118 Avenue and improved maintenance to the privately-owned properties.

The following are the goals in the areas of Transportation and the Physical Environment.

GOALS

1. To improve the maintenance and appearance of the physical environment
2. To improve the infrastructure as needed
3. To improve vehicle circulation, pedestrian safety and transit service

1 To improve the maintenance and appearance of the physical environment

Objective

1. To improve privately-owned properties

Initiatives

i) organize semi-annual clean-ups
ii) promote bylaw enforcement for litter, snow removal
iii) establish a tool lending location as well as a drop off for paint, wall paper, wood, etc.
iv) improve the energy efficiency of homes inexpensively

Objective

2. To improve waste management services

Initiatives

i) organize the collection of large items, semi-annually
ii) coordinate community clean-up with city's schedule
iii) ensure sufficient garbage receptacles on main streets and in playgrounds
iv) enforce appropriate enclosures for large garbage bins
v) provide convenient recycling locations in each complex

Objective

3. To undertake initiatives to enhance the uniqueness of the area

Initiatives

i) initiate mural or banner projects
ii) promote positives in area through newspapers, bulletin boards
iii) post welcome signs at the entrances to the community

Objective

4. To improve the overall appearance and cleanliness of the community

Initiatives

i) coordinate community-wide semi-annual clean-ups
ii) schedule regular clean-ups of areas with excessive litter accumulation

2 To improve the infrastructure as needed

Objective

1. **To coordinate infrastructure repairs with community's goals of:**
   - streetscape - flowers, trees, benches
   - lighting - decorative, sufficient and bright
   - the needs of seniors and special needs
   - repair of decaying underground structures - sewers, water mains

Initiatives

i) coordinate volunteer efforts to assist in planting of flowers and trees

ii) conduct Neighbourhood Safety Audit on 118 Ave. with particular attention to lighting needs

iii) consult with seniors and special needs persons to ensure their concerns are addressed

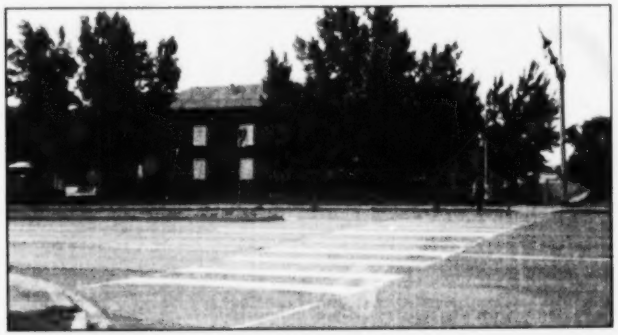
Objective

2. **To ensure access for disabled persons when upgrading:**
   - sidewalks - curbing and repairs
   - buildings - retrofits
   - parking
   - recreational facilities

3 To improve vehicle circulation, pedestrian safety and transit service

Objective

1. **To reduce the shortcutting of vehicle traffic on community streets:**
   - traffic on 123 Ave. from 50 St. to 38 St. - not in study focus area
   - Abbottsfield Road from 119 Ave. to 34 St.



The crosswalk on 118 Avenue between 34 Street and Abbottsfield Road is the main pedestrian route for residents in the multi-family housing south of 118 Avenue

Objective

2. **To reduce the speeding on community roadways:**
   - traffic on Abbottsfield Rd.
   - reduce traffic speeds on 121 Ave. between 34 St. and 50 St. and on 30 St. between 113 Ave. and 104 Ave.
   - traffic on 118 Ave. between Yellowhead overpass and Abbottsfield Rd. (lower speed limit)
   - traffic on 118 Ave. between Abbottsfield Rd. and 34 St.

Objective

3. **To address the volume of traffic on community streets:**
   - closure of the entrance to Rundle park between 2300 hours and 0700 hours
   - Abbottsfield Rd. and 123 Ave. from 50 St. to 38 St.

NOTE: Initiatives to address 1, 2 and 3 will be determined once the data gathering has been done by the Transportation Dept. The issue identification has already been completed in the planning process.

Objective

4. To allow for adequate parking in the business area

Initiatives

i) provide convenient time limited parking on 118 Ave.
ii) provide off-street parking close to 118 Ave. with well-marked signage
iii) provide adequate parking for disabled and seniors
iv) assess the impacts on surrounding residents

Objective

5. To develop a plan to improve pedestrian safety

Initiatives

i) minimize conflicts with vehicles
ii) maximize the safety of pedestrians, particularly children, at:
   - Abbottsfield Road between 118 Ave. and 121 Ave.
   - 118 Ave. between Abbottsfield Rd. and 34 St.
iii) improve the pedestrian-friendliness of 118 Ave. with:
   - improved crosswalks
   - good lighting
iv) regularly evaluate the pedestrian safety in the community with particular attention to the safety close to schools

Objective

6. To establish community on-street and off-street bicycle routes in the context of city-wide bicycle routes

Objective

7. To evaluate the impacts of the city-wide Transportation Master plan on our area

Initiatives

i) ensure early, meaningful input into neighbourhood transit routes
ii) ensure current community truck route patterns

Objective

8. To address the transportation impacts of the tourist trade on our community if business revitalization is successful with Northlands

Objective

9. To promote community safety with signage:
   - around play areas and schools
   - at entrance to the community on both Victoria Trail and 50 St.

Objective

10. To provide the community with early, meaningful opportunities for input into transportation issues

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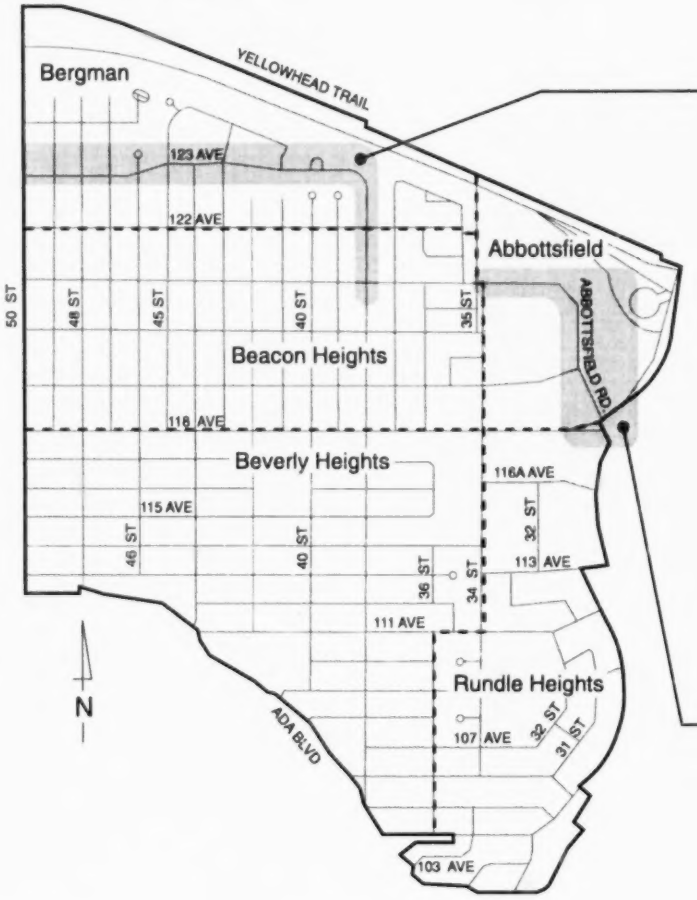
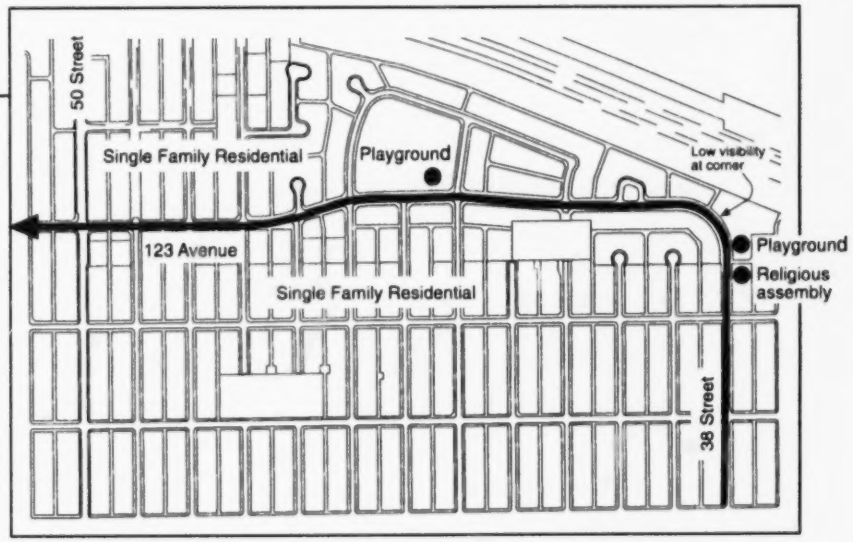
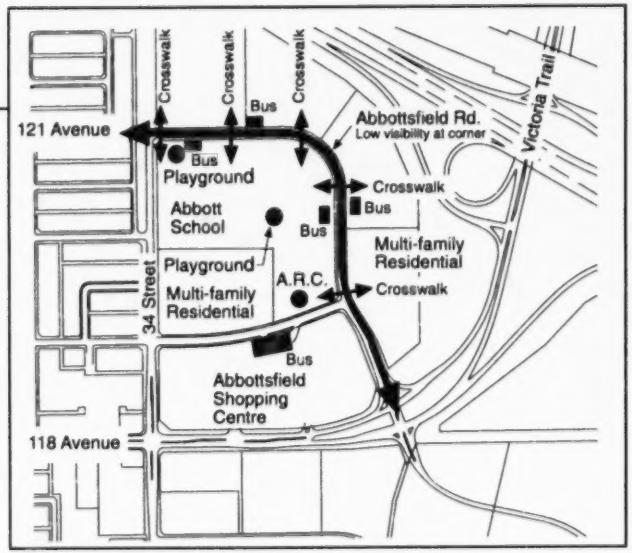
Implementation: Steering Committee, Transportation Dept., Transportation/Physical Environment Working committee, Public Works Dept., Beverly Business Association, property owners, community residents

Traffic Shortcutting





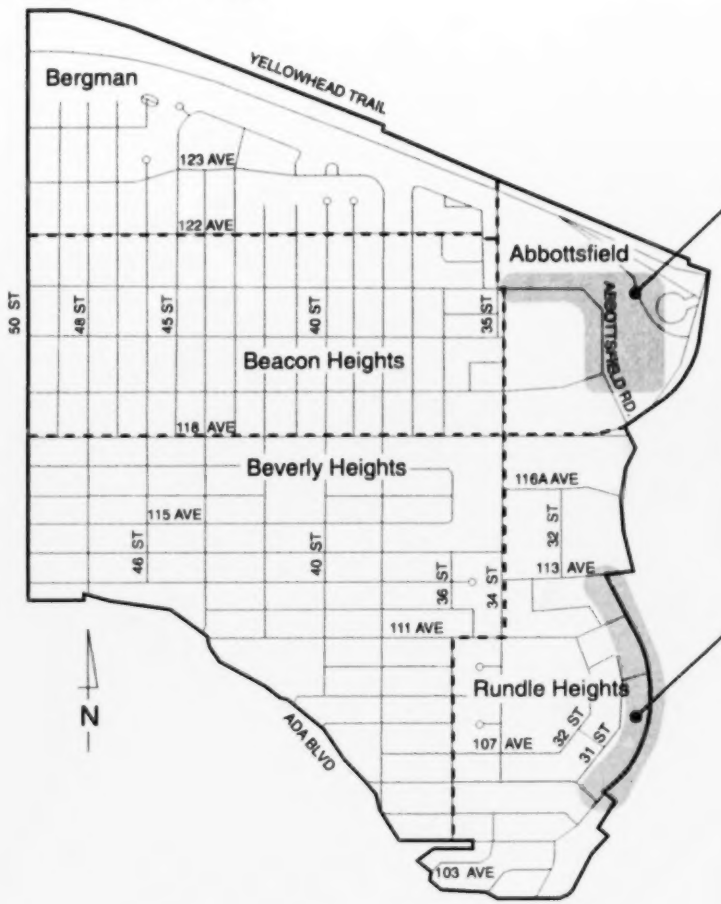
▲ **Reduce the shortcutting of vehicle traffic on 123 Avenue from 50 Street to 38 Street.**



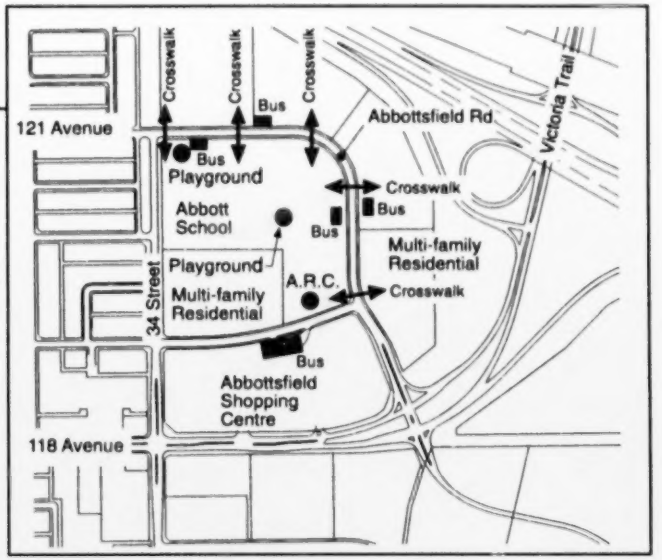
Reduce the shortcutting of vehicle traffic on Abbottsfield Road from 118 Avenue to 121 Avenue. ▶

Vehicular shortcutting will impose a safety hazard in residential communities and for the frequent pedestrian traffic on Abbottsfield Road.

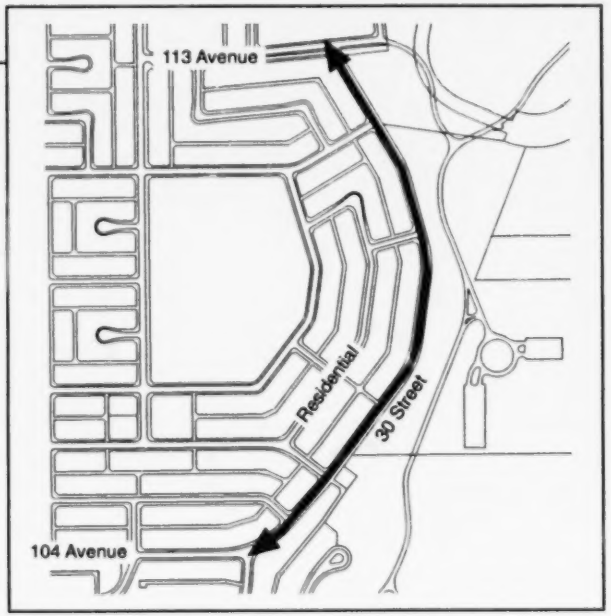
Traffic Speed - Map 1



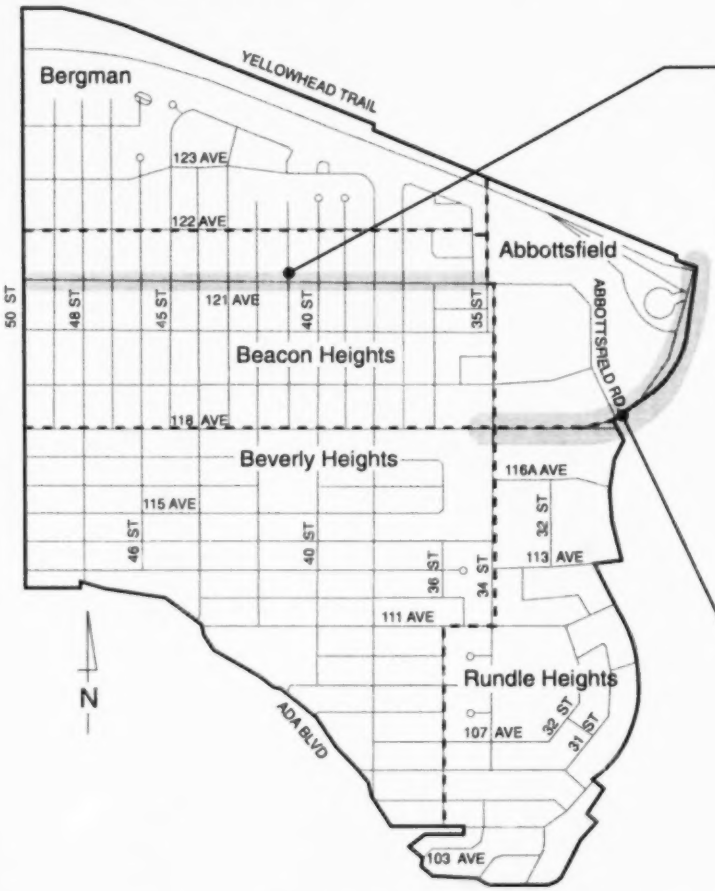
Reduce speeding on community roadways particularly on Abbottsfield Road. The speed of vehicular traffic endangers the safety of pedestrians walking along and crossing Abbottsffield Road.

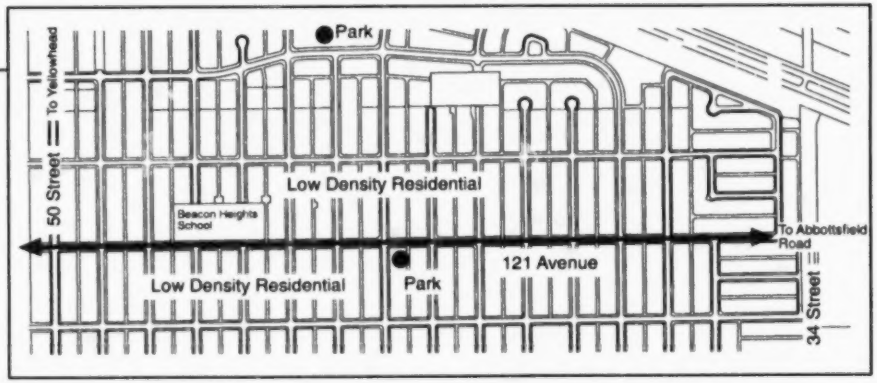


Reduce the speeding on community roadways particularly on 30 Street between 113 Avenue and 104 Avenue. Speeding traffic here is especially hazardous due to the curve of the roadway which results in limited sightlines and visibility.



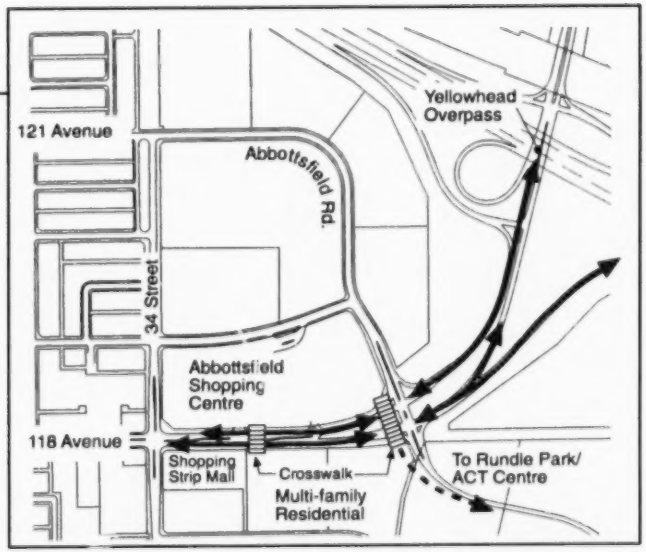
Traffic Speed - Map 2





▲ **Reduce the speed of traffic on 121 Avenue between 34 Street and 50 Street.**

121 Avenue is often used as an alternate to 118 Avenue. Its lack of lights or other traffic signals allow drivers to pass through at excessive speeds, endangering pedestrians. Combined with Abbottsfield Road, it has become a desirable shortcut for those who wish to avoid traffic and delays on 118 Avenue.

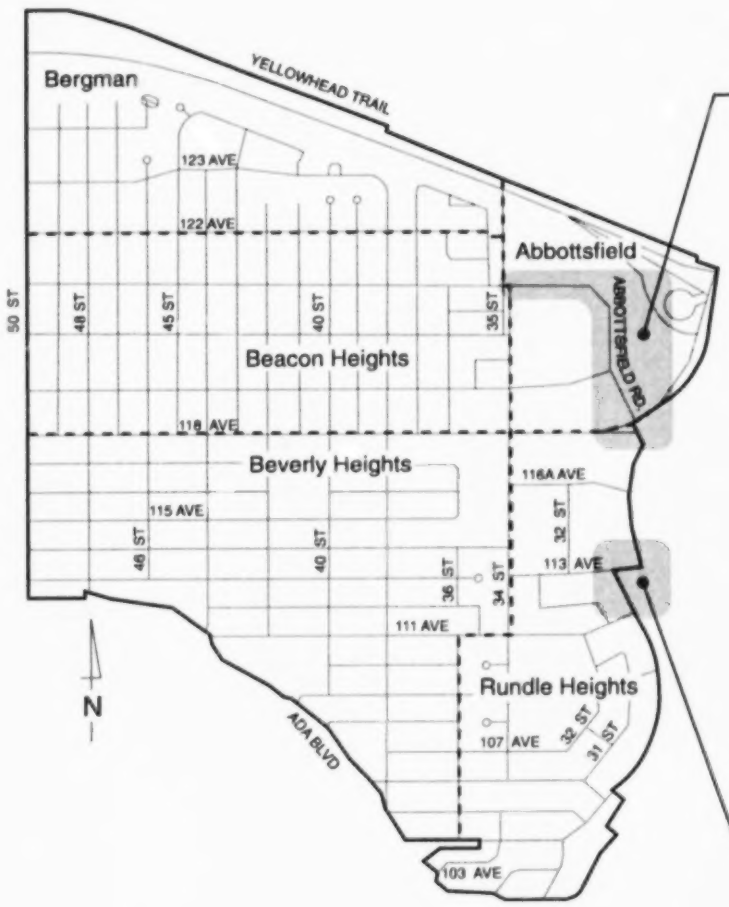


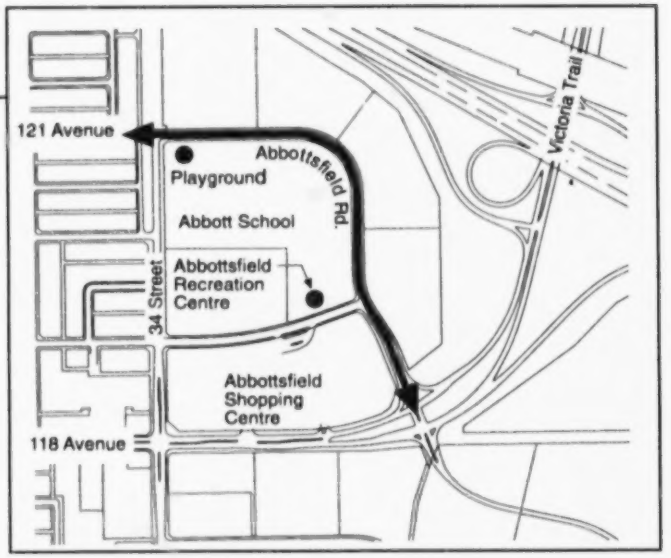
Reduce speeding on 118 Avenue between Yellowhead overpass and Abbottsfield Road and traffic between Abbottsfield Road and 34 Street. ▶

Traffic speeds along these roadways are excessive due to drivers maintaining higher speed as they exit the Yellowhead and drivers accelerating from 34 Street as they approach the Yellowhead Trail access routes.

Improvements to the pedestrian environment on 118 Avenue shall be addressed through the initiatives of the Beverly Business Revitalization Zone.

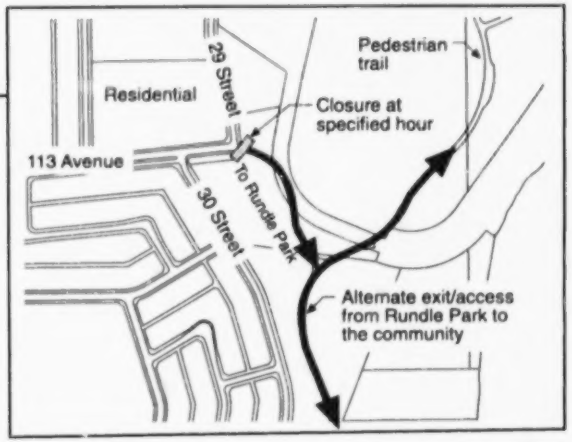
Traffic Volumes





▲ **Address the volume of traffic on Abbottsfield Road and 123 Avenue to 38 Street.**

The existing high traffic volumes on Abbottsfield Road creates an undesirable and unsafe mix of vehicular / pedestrian traffic.



Closure of entrance at Rundle Park. ▶

Closure of the 113 Avenue entrance at a specified evening hour may help to reduce the traffic volume on 29 Street and 113 Avenue and discourage pedestrian access to Rundle Park during late evening hours.

Chapter 8
Land Use Development

The Community consists of five neighbourhoods which contain two very different character areas. The older neighbourhoods of Beverly Heights and Beacon Heights were developed over a period of time from the early 1920's to the 1950's. The pace of development during this time was relatively steady and the type of housing built was mostly modest single detached bungalows typically occupied by the home owner. 118 Avenue formed a "main street" commercial focus for the area. The lands to the east of 34 Street were used for agriculture and the Beverly landfill site, located in what is now Rundle Park.

Through the 1970's, Edmonton's economy boomed, increasing the pace of development and the demand for land. New types of housing to accommodate the demand created by new residents were introduced in the area. The neighbourhoods of Abbottsfield and North Rundle Heights were both developed exclusively with medium density multi-family dwellings over a relatively short period of time with the purpose of providing affordable accommodation. The portion of Rundle Heights south of 113 Avenue was developed primarily with owner-occupied single-detached dwellings. The final phase of development in the community occurred in the north portion of the Bergman neighbourhood in the late 1970's. The construction of the Yellowhead highway resulted in the opportunity to develop lands for residential use in Bergman. They were developed primarily as single-detached dwellings through the early to mid 1980's.

Although dwelling units in the Abbottsfield/North Rundle Heights focus area were built for the rental market, some projects were subsequently converted to condominiums tailored to the home ownership market. The housing situation changed through the late 1980's and early 1990's as the demand for housing eased, particularly the demand for the type of multi-family rental accommodation found in Abbottsfield and North Rundle Heights. This resulted in a high vacancy rate for many of these complexes.

The older commercial strip along 118 Avenue was originally the "main street" of the town of Beverly. As with many older commercial areas in the city, the commercial strip along 118 Avenue has experienced an increase in the type of businesses which are not conducive to pedestrian traffic and do not specifically serve the local community's needs. At present, it contains a concentration of secondhand stores, pawn shops and used vehicle sales operations which are viewed as "undesirable" by local residents. The number of vacant commercial sites has resulted in a loss of community-oriented retail services.

In addition to the concerns regarding commercial uses on 118 Avenue, community residents are concerned about the long term viability of Abbottsfield Shopping Mall and small neighbourhood commercial centres located in the community.

Over the years, the residents have become increasingly concerned with the impact of a concentration of multi-family residences in the area, and frustrated with the changes in land use along 118 Avenue that have contributed to social, economic and physical problems in their community.

The following goals and objectives have been identified to address land use concerns in the community:

GOALS

1. To minimize land use conflicts
2. To enhance the "small town" character
3. To encourage a mix of appropriate residential and commercial uses

1 To minimize land use conflicts

Objective

1. **To encourage a high standard of development through enforcement of existing land use regulations and examination of new regulations such as Direct Control Zoning**

Initiatives

i) increase bylaw enforcement regarding compliance with land use regulations and maintenance and upkeep of both commercial and residential property
ii) encourage a varied, vibrant and viable range of business activity on 118 Avenue, including commercial, residential and public uses
iii) encourage a high standard of development by examining various methods of development control, including direct development control
iv) discourage further proliferation of less desirable businesses such as secondhand stores, pawnshops, and used vehicle sales lots

2 To enhance the "small town" character

Objective

1. **To promote the establishment of pedestrian-oriented businesses on 118 Avenue**

Initiatives

i) community stakeholders should work with the Beverly Business Revitalization Zone to encourage businesses which serve the surrounding residential neighbourhoods
ii) encourage the redevelopment of vacant commercial lands to promote low intensity pedestrian-oriented commercial development
iii) promote the historical significance of the area in the business plan for the revitalization of 118 Avenue
iv) increase the profile of 118 Avenue as the Eastern Gateway to Edmonton by improving signage

Vacant lots on the 118 Avenue commercial strip provide opportunities for the development of pedestrian-friendly businesses or low density housing

3 To encourage a mix of appropriate residential and commercial uses

Objective

1. **To influence the long term development patterns to ensure a cross-section of residential and commercial land uses that meet the needs of the communities in the study area**

Initiatives

i) provide more opportunity for early and meaningful input in the development process from residents impacted by new development and the broader community, including the community league and other community organizations
ii) maintain the generally low density character of the community and examine opportunities to encourage new low density redevelopment
iii) encourage the development of any vacant residential and commercial lands for low density residential use
iv) support the existing multi-family development and examine opportunities to sustain them as viable and successful, but discouraging new development of medium density multi-family dwellings (row housing or apartments)
v) educate residents to be involved in responding to new land use proposals and improve their understanding of the potential impact of new development in their communities
vi) explore ways to encourage the development of seniors housing in the community
vii) encourage better cooperation between the residential community and the business community along 118 Avenue with respect to the achievement of community goals
viii) develop Group Homes in the area in accordance with the applicable bylaws

It is recognized that many of these changes will be longer term in their implementation and many will require the application of both planning resources and community resources over a sustained period of time in order to achieve success.

To achieve these objectives the Land Use sub-committee proposes a short term strategy that the City of Edmonton Planning and Development Department continue to work with stakeholders in the five communities regarding the land use issues in the Study area and identify problems and implement solutions.

The Planning and Development Department, along with other appropriate civic departments, will continue to address land use issues through the implementation of the recommendations.

Implementation: Steering Committee, Civic Administration, Community Leagues, Beverly Business Association, community residents

Chapter 9
Crime and Safety

The most frequently named concern for residents in the five neighbourhoods is the level of crime and the lack of safety in both the home and on the street.

The community is working with the Edmonton Police Service to improve community safety through the development of Neighbourhood Patrol, the promotion of Neighbourhood Watch and Block Parent programs, the presence and interaction of the police in the schools and education around home security and streetproofing of children.

Safety audits have been completed in some areas of the community and environmental changes suggested to property managers. Property managers in the Rundle Heights area are collectively addressing issues of safety and more residents are becoming involved in their community.

Neighbourhood patrol in the community

The community has established the following goals to address crime concerns and improve both personal and community safety.

GOALS

1. To organize the community
2. To reduce levels of youth crime
3. To develop partnerships with the Police and Fire Departments
4. To promote public safety

1 Organize the community

Objective

1. **To increase resident involvement in addressing crime and safety issues**

Initiatives

i) organize or adapt existing programs which allow mutual cooperation and greater effectiveness in dealing with crime and safety issues, such as:
   - Neighbourhood Patrol
   - Block Parents
   - Neighbourhood Watch

ii) organize residents, both homeowners and renters, to address their crime concerns by:
   - encouraging interaction between neighbours
   - developing and supporting neighbourhood patrols
   - forming tenant associations

iii) Work with local businesses and the BRZ to address crime & safety issues by:
- developing a Neighbourhood Patrol for 118 Avenue supported and funded by businesses on the avenue
- encouraging the businesses in the community to support the Neighbourhood Patrols by offering incentives for those who participate

2 To reduce levels of youth crime

Objective

1. To implement innovative community based solutions to give youth an alternative to crime

Initiatives

i) develop educational and recreational programs which will help youth change their perception of themselves and their community, such as:
- encouraging youth to develop community activities which they can participate in
- providing early intervention and mentoring
- supporting the development of safe houses and drop in centres for youth at risk in the home
- initiating education programs addressing all forms of addiction, beginning in the elementary schools
- developing & supporting activities which bring together the youth and seniors in the community

ii) Edmonton Police Service and the community can act to reduce crime by:
- supporting mentors or role models for all youth at risk with the law
- involving youth in social and recreation programs
- encouraging young offenders to do community service hours
- supporting and developing alternative measures to incarceration for first time offenders

3 To develop community partnerships with the Police and Emergency Response Services

Objective

1. To support and enhance the community policing program in the community

Initiatives

i) strengthen the foot patrol/community assigned officers program as follows:
- assign more officers to foot patrol and change their hours to 1600-0600
- pilot a six month project to extend the community police station hours
- organize regular crime and safety forums to increase contact between the police and residents
- assign beat patrol officers to the area for a minimum of 5 years
- assign one community officer whose primary function is to liaise with the community and attend meetings

ii) work with community residents, schools and businesses to address the major crime and safety issues as identified by the community, such as:
- gangs and youth crime
- home and business security
- prostitution
- the identification of personal property

iii) encourage the Edmonton Police Service to improve and ensure good communication through:
- clarification and education to the public as to the nature of community policing
- promoting cross cultural understanding between the police and the Aboriginal and other ethnic communities
- promoting greater community consultation before changes are made to the community policing program which affect the neighbourhoods
- the installation of home or business security systems
- provide volunteer support in the community police office to assist in clerical, counseling, interpreting and conflict mediation

Solid brick walls, such as those found at Park Valley Village, can impede clear sightlines and reduce safety for residents

Objective

2. To work in partnership with the Emergency Response Services to encourage:
- the installation of smoke alarms in all residences; and
- education in the schools and at public meetings

Val Mayes and Superintendent Boris Yaremko at the Beverly/Beacon Heights Community Festival

Objective

3. To create an environment which discourages prostitution

Initiatives

i) target the primary users of prostitutes by:
- promoting the presence of the Neighbourhood Patrol on 118 Avenue
- encouraging citizens to record and report license plate numbers

4 To promote public safety

Objective

1. **To develop programs and policies designed to promote public safety**

Initiatives

i) work with local schools and community groups to provide presentations on personal safety for all residents

ii) work to lower the risks associated with substance abuse through such actions as:
   - accessibility to AA and Al-A-Teen programs
   - alternative substance abuse programs for adults, teens and pre-teens

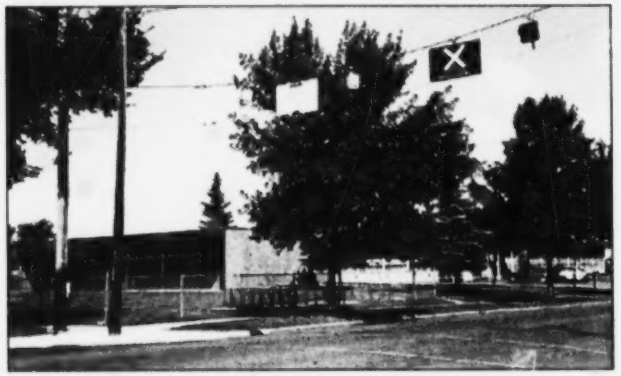
iii) work with the Emergency Response Services to enhance their involvement in programs which focus on fire prevention and residential inspections

Objective

2. **To implement crime prevention through environmental design**
   (The City of Edmonton, Planning Dept. Publication of Design Guide for a Safer City, Dec., 1995 will be used as a resource.)

Initiatives

i) conduct neighbourhood safety audits, including leisure and play spaces, to identify safety concerns and provide solutions to deal with those concerns. A safety audit should address factors such as:
   - lighting
   - clear sightlines
   - cleanliness of parks in regard to the presence of needles, condoms and garbage



Safety around schools is important to a healthy community

   - pruning of trees to allow sufficient visibility
   - minimum property standard enforcement in accordance with building & fire codes

Objective

3. **To ensure all parks, playgrounds and recreation facilities are safe and clean**

Initiatives

i) install pay phones or emergency phones in all parks

ii) maintain playgrounds and parks regularly including changing and raking sand

iii) patrol parks regularly in the evening during summer months

Implementation: Steering Committee, Edmonton Police Service, Emergency Response Services, Beverly Business Association, community organizations, community leagues, Parks and Recreation, community residents

Chapter 10 Recreation, Community and Social Services

There are a number of established social agencies, organizations and churches in the neighbourhoods serving the needs of the various populations in the community including the special needs of low income families, seniors, young children and immigrant groups.

The agencies include: W.I.N. House, The Candora Society of Edmonton, Community Action for Children, Wecan Cooperative, The Abbottsfield Youth Project, Partners for Kids and Youth, Beverly Community and Family Services, the Rundle Boy's and Girl's Club and the Meskahnow Aboriginal Society.

There are twelve churches and seven Catholic and Public elementary and junior high schools which provide community, recreational and social programs in addition to their stated mandates of education and religion.

More communication and coordination of resources among the various organizations is needed as is a network between the organizations and the residents.

The involvement of many residents is impeded by a number of barriers including poverty, low levels of education, cultural differences, language, transience and a lack of awareness of the availability of resources/services.

Two community leagues represent the five neighbourhoods. Beacon Heights Community League includes the neighbourhoods of Beacon Heights, Abbottsfield and Bergman. Beverly Heights Community League includes the neighbourhoods of Beverly Heights and Rundle Heights. Both community leagues have been active in the organization of sporting programs for community children and youth. In addition, both leagues provide opportunities for seniors on a weekly basis. The community leagues have excellent hall facilities that are available for regularly scheduled as well as special activities.

Parks and Recreation serves as a resource to the various community groups by providing collaborative programs year round in locations in the communities. Examples include summer programs in the housing complexes and in playgrounds, a teen program out of the Abbottsfield Recreation Centre, and playground development and refurbishment.

There are large numbers of families with young children in Abbottsfield and North Rundle Heights who do not use the community league programs and facilities. There is a need to involve more families in community league activities.

Abbott Elementary School located on 34 Street looking north

The Abbottsfield Recreation Centre is the previous site of a Catholic elementary school which was declared surplus. The A.R.C. serves as a space for community residents and groups to engage in social, educational and recreational activities. It serves primarily residents from the Abbottsfield/ Rundle Heights neighbourhoods and provides activities at low or no cost.

The A.C.T. Centre and Rundle Park are incredible facilities on our doorstep which are under utilized by the communities, particularly the residents in the focus area. The lack of public transportation to the park and the large number of families without access to private vehicles creates a significant barrier to the enjoyment of the park amenities. Play spaces for families with young children need to be close to home.

The community plan proposes the following goals to improve the services in the communities.

GOALS

1. To support, promote and improve existing leisure spaces, facilities and programs
2. To develop new leisure spaces, facilities and programs as needed
3. To foster the development of a caring, responsible community
4. To strengthen and revitalize the community

A carnival at the A.R.C.

1 To support, promote and improve existing leisure spaces, facilities and programs

Objective

1. **To maintain and market the community leagues, A.C.T./Rundle Park and A.R.C. facilities and programs**

Initiatives

i) work with the Community Leagues to:
- expand their membership with particular attention to the communities of focus
- increase the range and variety of programs offered
- develop and improve the volunteer base
- market the facilities and programs through flyers, newspapers, community league newsletters
- improve access to the facilities and programs
- ensure sufficient funding is available for fulfillment of the objectives

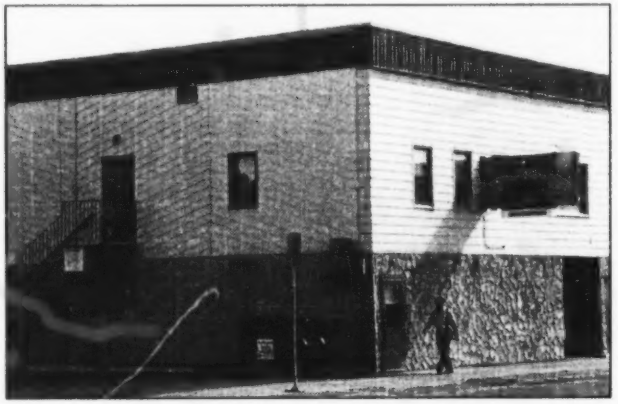
ii) work with the A.C.T./Rundle Park to:
- expand their participation by residents of the 5 neighbourhoods with particular attention to the community of focus
- provide programs in consultation with community groups
- develop/improve the volunteer base
- improve the access to the facilities and programs
- ensure sufficient funding is available for the fulfillment of objectives
- market the facility and programs through flyers, newspapers, community league and school newsletters

iii) work with the Abbottsfield Recreation Centre to:
- expand the participation of residents
- develop and improve the volunteer base
- improve the access to the facility and programs
- market the facility and its programs through newspapers, flyers, community league and school newsletters
- ensure sufficient funding is available for the fulfillment of their objectives

Objective

2. To secure a community-based recreation coordinator

- assist in building connections
- improve communication between groups
- improve the use of resources by:
  - developing a capacity inventory
  - conducting a community interest survey
  - exploring funding opportunities



Beacon Heights Community League serves the neighbourhoods of Abbottsfield, Bergman and Beacon Heights

Beverly Blazers Baseball Team, 1996

Objective

3. To maintain the safety and appearance of leisure and play spaces

Initiatives

i) maintain regular equipment checks
ii) replace outdated and unsafe play equipment through existing programs
iii) schedule regular clean ups
iv) develop and maintain volunteer supervision

Objective

4. To build sustainability into existing programs

Initiatives

i) ensure the input of residents into the development of programs
ii) encourage volunteerism

2 To develop new leisure spaces, facilities and programs as needed

Objective

1. To develop diverse seasonal programs in consultation with the community

Initiatives

i) actively promote the involvement of those who currently do not participate
ii) develop programs which encourage the involvement of youth
iii) work with the community to develop fun leagues and events - non-competitive and not regularly scheduled
iv) promote affordable community-based cooperative opportunities

Objective

2. To promote communication between residents and organizations

Initiatives

i) distribute flyers to ethnic groups in the community
ii) publish a directory of services
iii) have a community suggestion box available
iv) have community events posted on the internet

Objective

3. To develop new leisure spaces in response to community needs

Initiatives

i) develop and administer community interest surveys
ii) create play spaces close to home for young children
iii) develop affordable opportunities for leisure for low income families i.e. outdoor skating rinks

Objective

4. To build sustainability into the new ventures

Initiatives

i) develop a volunteer base
ii) have residents continue to participate in the development of recreation and community services

A newly-built playground at Abbott School is a community asset

3 To foster the development of a caring, responsible community

Objective

1. **To develop and support programs that deal with the special needs of teens in the focus area**

Initiatives

i) secure resources to address concerns of unemployment, low self esteem, lack of education, sexuality, violence, etc.
ii) develop and administer a survey of local teens and facilitate their input into decisions
iii) provide mentors for teens as role models
iv) provide mentorship opportunities for teens as role models for younger children

Objective

2. **To develop and promote culturally sensitive programs with the ethnic population in response to their expressed concerns/needs including:**
   - education
   - orientation to Canadian culture
   - employment
   - nutrition and wellness

Objective

3. **Promote programs for low-income families such as:**
   - employment training
   - counseling
   - advocacy
   - budgeting
   - parent/tot groups
   - babysitting co-ops

A collective kitchen at Candora

Native awareness activities at Abbottsfield Recreation Centre

Objective

4. To support the development of an Aboriginal cultural centre to give opportunities for cultural and spiritual activities for both Aboriginal and non-Aboriginal persons for the enhancement of understanding and health

Objective

5. To work with community groups to facilitate the establishment of licensed family day homes in the community to respond to a variety of needs

Objective

6. To expand and promote actions to address food security and other low income issues

Initiatives

i) promote and expand the food co-ops
ii) develop and promote community gardens
iii) arrange car pools
iv) maintain and expand collective kitchens
v) explore lending opportunities

Objective

7. To promote education as a high priority in the community both within schools and other facilities

Initiatives

i) match the skills of seniors with youth in the community to improve the skill level of community youth
ii) work with the schools to provide programs that deal with:
   - social skills and values
   - respect for each other and the community
   - staying in school
   - crime and violence
   - cultural and environmental awareness

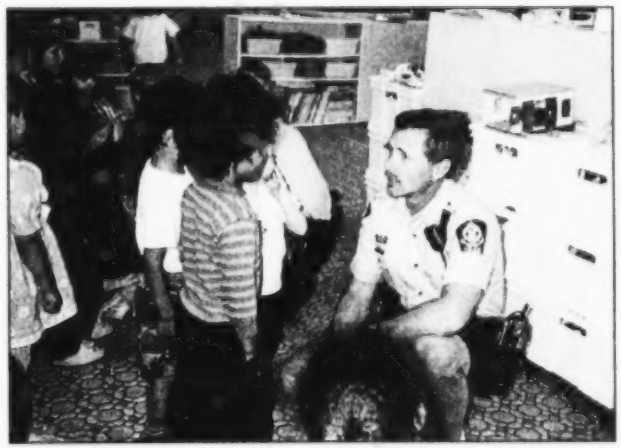
iii) work with the school boards to address the special needs of Aboriginal youth in the schools including:
   - counseling and learning from Native Elders
   - tutoring
   - providing liaison workers for Aboriginal children
   - offering Aboriginal content in the curriculum

Objective

8. To continue to focus on early intervention and prevention programs

Initiatives

i) enhance existing programs through the addition of sexual, physical and emotional abuse components, drug and alcohol addiction and anger management
ii) provide mentors for youth



Community police officer Aaron Nichols at a local playschool

4 To strengthen and revitalize the community

Objective

1. **To increase positive interaction between the residents, businesses, schools and community organizations**

Initiatives

i) hold special community celebrations and events to bring residents and businesses together such as:
   - an annual "Celebrating Our Community" festival
   - a semi-annual clean up
   - a summer active event i.e. Big Shoe Relay
   - block parties
   - community carnivals

ii) facilitate the interaction between seniors and youth through activities such as:
   - paired reading
   - snow shoveling
   - "adopt a grandparent" program

iii) employ a full-time community coordinator to facilitate interaction between the groups

Objective

2. **To enhance and promote the positive image of the community**

Initiatives

i) publish a community directory that lists opportunities for volunteer involvement

ii) publish a directory of services and programs in the community

iii) obtain positive media for community events and positive changes in the community

Implementation: Steering Committee, Community Leagues, Community and Family Services, A.C.T., A.R.C. Society, Parks and Recreation, school boards

The Beverly/Beacon Community Festival, May 1996

Chapter 11
History of the Area

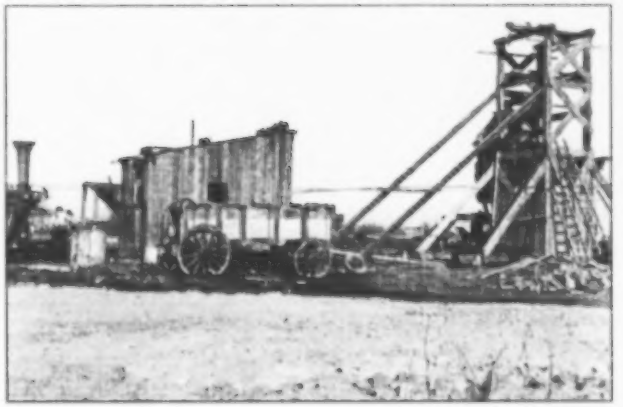
Prior to annexation to the City of Edmonton in 1961, the Town of Beverly experienced a colourful history. It was incorporated in 1912 with a population of 900, having grown from 400 persons in 1910. The first boom because of rich coal seams ended in the 1920's and it was not until the 1950's that Beverly once again began to enjoy some prosperity. When amalgamation occurred in 1961, the population of Beverly was 9,000. There are residents who have seen the many changes in Beverly and who have wonderful stories to share. Beverly's history and the sharing of that history is one of it's assets.

Community pride is fostered by its history.

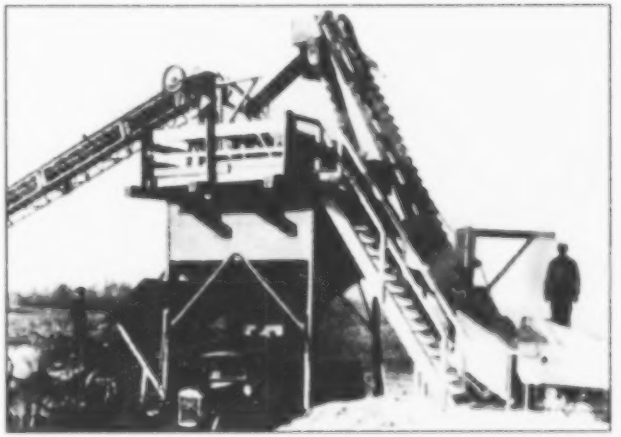
The overall goal of the history committee is to preserve the identity of the Town of Beverly.

To reach that goal, the following objectives have been established:

1. To record the anecdotal information of older residents
2. To write the history of Beverly
3. To market the publication
4. To instill pride in the community



Beverly Mine, c. 1931



Beverly Gravel Plant, c. 1936

Objective

1. To record the anecdotal information of former and current older residents

Initiatives

i) work with the local schools to match seniors with youth in the interviewing and taping of stories about Beverly
ii) develop a volunteer base for the purposes of interviewing seniors in their homes
iii) research the archives for stories of pioneers

Objective

2. To write the history of Beverly

Initiatives

i) secure a staff person
ii) research layout,research other community histories, draft history
iii) research the archives

Objective

3. To market the publication

Initiatives

i) pre-sell the histories
ii) send promotional information to previous residents
iii) have publications in book stores, at community functions, in local stores and facilities

Objective

4. To instill pride in the community

Initiatives

i) build relationships between community seniors and youth, such as:
   - mentoring roles
   - seniors to schools "Tell Us Your History"

ii) producing murals, historical plaques and/or signage to depict history
iii) preserving our heritage through a museum, a tourist information kiosk, displays in local stores

Implementation: Beverly BRZ, the History Committee, community residents, community seniors' groups

The Beverly Town Council, c. 1932

Chapter 12 Implementation

The Community Development Plan initiatives are expected to be implemented over the next five years. Many initiatives have already begun. They include:

- the "Celebrating Our Community" annual festival
- a Community-wide Spring Clean Up
- the formation of a tenant's association
- the formation of a Neighbourhood Patrol on both the north and south sides of 118 Avenue
- neighbourhood Safety Audits
- capacity inventories of both residents and businesses in the community
- a playground committee in a housing complex
- a Police Information Night
- a Farmer's Market Committee
- a Small Business Trade Fair in the fall

Although some priorities have been determined, recommendations will be initiated in response to the interest of those involved in the sub-committees and in response to the availability of funding for projects. Most of the sub-committees are continuing to meet to follow through on the goals and objectives and have identified a project to begin work on. Both material and human resources are necessary for a comprehensive community development strategy.

The two overall goals of implementation are:

1. **To promote the integration of community groups that address the social and recreation needs in the community**

The health of a community is determined by the interdependency of residents, churches, schools, organizations and businesses. One objective of integration is to build community by improving the communication and coordination between all those involved in providing social, community and recreational services in the community. A second objective of integration is the better utilization of resources that are currently coming into the community. A reduction in the duplication of services or the expansion of human potential can free up existing resources to be re-allocated elsewhere.

2. **To develop a local economy**

The immediate needs of community residents are being met. Although many supports exist for families, unemployment continues to be a problem. One objective of local economic development is the move towards self sufficiency of community residents and a second objective is the revitalization of 118 Avenue.

The implementation goals suggest a person resource who would act as a pivot in the community to provide support, to initiate projects and to make connections. The person would be a community organizer, animator, facilitator and integrator. The realization of these goals will improve the quality of life for all residents in the five neighbourhoods.

The sub-committees have both short/intermediate and long term initiatives, some more difficult to realize than others.

In the area of **Economic Development**, a trade fair and a shop local campaign are ongoing projects that will be initiated soon. The development of local micro-businesses and import replacement through the development of local resources is long term.

In **Housing**, the short/intermediate initiatives include the formation of tenant's associations and the improvement to the physical appearance of the complexes. A pilot project for a Safe Housing Accreditation will be initiated in the fall. The possibility of home ownership, although one of the most effective ways to improve social stability, is long term.

Transportation safety concerns are the first priority of the **Transportation/Physical Environment** sub-committee. Streetscaping and infrastructure improvements are dependent on civic resources and are long term.

The **Land Use** sub-committee has specific concerns that will be dealt with in cooperation with the City of Edmonton, Planning and Development Department.

Crime is a concern for many community residents. Several recommendations to improve **safety** in the community have already been initiated and are ongoing. Few of the recommendations for improved safety are long term and will be established as resources dictate.

Improving the communication and coordination of resources in the area of **Recreation, Community and Social Services** is a short term project as are most of the recommendations of the sub-committee. Most of the projects will be in response to human and material resources.

The Steering Committee will review the Community Development Plan as projects are completed to reflect, re-priorize, evaluate and search for other alternatives. The implementation depends on the continued development of the human potential in the community and the increased participation of community residents across all the neighbourhoods. The Steering Committee and the sub-committees will work in cooperation with community residents, civic departments, community organizations, agencies, churches, schools and various levels of government to realize their goals.

This document represents the mobilization of residents in the community to identify a long term strategy for physical, economic and social revitalization in the neighbourhoods of Beverly Heights, Beacon Heights, Bergman, Abbottsfield and Rundle Heights. The ownership of residents over decisions in their neighbourhoods and the building of community capacities is integral to the revitalization of community and long term sustained change. Relationships between residents, community groups and organizations, agencies, businesses, churches and schools has begun with this process. The Community Development Plan will assist in furthering those working relationships.

The presence of a Community Development Office and a co-ordinator has been the key to our success to date. The office has been instrumental in the development of the initiatives already started by residents, has been a significant resource to community residents and has mobilized community residents to involvement in various activities. The co-ordinator will be crucial in maintaining mobilization and momentum beyond completion of this plan. Without the co-ordinator and an office, the move to sustainability as a community will be minimally successful.

To ensure continued success, the Steering Committee will approach City Council for a three year funding commitment on a declining scale for each year. The Steering Committee will secure funding to replace the reduced financial commitment from the City in 1998 and thereafter.

IMPLEMENTATION STRATEGY

IMPLEMENTATION PROGRAM/SCHEDULE

The charts in this section provide a program over a three year period for implementing the initiatives contained in Chapters 5 to 11 of the Community Development Plan. The charts have columns which contain a reference to the initiatives in the plan document, a description of the initiative, and identifies the stakeholder(s) who will take the lead responsibility.

Chapter 12 of the Plan refers to two goals for implementation. The first goal to promote the integration of community groups that address the social and recreation needs in the community is to be a short term goal to be achieved in the first year of implementation. The second goal to develop the local economy will be achieved over the three year implementation period. Both goals are intended to be pursued beyond the plan implementation period through self-sustained community efforts, resulting in a continued improvement in community health.

The plan initiatives are ambitious both in their scope and time-frame, and the majority of the responsibility for their implementation lies with the Community Development Office and community volunteers, particularly the Steering Committee. The City's main responsibility lies in partnering with the community stakeholders to provide resources for specific initiatives identified in the Community Development Plan. The following are the key tasks where resources are to be provided by the Civic Administration.

Unless the City is specifically identified as having the lead responsibility in the implementation of a plan initiative, the City makes no financial commitment towards implementation, and such requests for civic participation shall take place within the existing budget-setting process.

1) **Continue to address land use issues through the implementation of the land use recommendations:**

   This initiative will require ongoing examination of existing land use issues and, potentially, the application of special land use regulations as a solution to specific land use concerns. The Planning and Development Department has committed 30% of one Planning staff resource in 1997 and 10% in each of the years 1998 and 1999 toward resolving land use issues identified in the Plan. Furthermore some of the land use issues identified in the Plan such as second-hand stores and pawnshops have been a larger city-wide issue and have been addressed through other Department initiatives which could be applied in the Plan area.

2) **Implementation of traffic management measures by the Transportation Department:**

   This initiative will require staff resource and capital improvement resources ranging from $100,000 to $500,000, depending on the nature and extent of traffic measures applied to address the traffic concerns identified by the community. This figure is based on the past experience of the Transportation Department with neighbourhood traffic panning studies. The Department has agreed to work with the community to confirm the transportation issues identified by the community and work with them to develop appropriate solutions to these issues. The funding of required capital improvements will be implemented as part of ongoing capital projects.

3) **Enhancement of the community based policing program:**

   This initiative would require an increased police budget for the Beverly Community Police Office to assign more officers to foot patrol and change the office hours to accommodate more evening police coverage. The Edmonton Police Service has indicated that they do not believe this approach is cost effective, however they have agreed to work with the community to find an approach to enhancing the existing community based policing effort in a manner which is satisfactory to both the Department and the community.

   The continued operation of the Community Development Office is seen as essential to achieve the goals and objectives identified in the study. Without funding for the office the existing momentum of community organization and action to improve the long term health of these neighbourhoods will be unrealized.

ECONOMIC DEVELOPMENT

Reference Number	Initiative	Lead Responsibility
1. i)	To establish a Neighbourhood Centre for Entrepeneurship	Steering Committee/Community Development Office
1. ii)	To conduct educational seminars	Steering Committee/Community Development Office
1.iii)	To explore financial options for community residents	Steering Committee/ Community Development Office
1. iv)	To compile a resource directory	Beverly Business Association
1. v)	To develop a community-based Local Exchange Trading System (L.E.T.S.)	Steering Committee/Community Development Office
1. vi)	To provide employment support	Community Organizations
1. vii)	To establish a Farmer's Market	Farmer's Market Committee
2. i)	To explore financial options for business owners	Beverly Business Association/Community Development Office
2. ii)	To encourage partnership	Beverly Business Association
3. i)	To match resident skills to employer needs.	Community Development Office (partially completed)
3. ii)	To conduct a capacity inventory	Community Development Office
3. iii)	To provide training programs	Community Organizations/Community Development Office
3. iv)	To build up the skill base in the community	Community Development Office
3. v)	To assess local trends	Beverly Business Association

Goal 2: To support and develop local business

Reference Number	Initiative	Lead Responsibility
1. i)	To encourage local shopping	Beverly Business Association
1. ii)	To create support systems among businesses	Beverly Business Association
2.	To undertake a SWOT analysis	Beverly Business Association
3. i)	To promote neighbouring businesses	Beverly Business Association
3. ii)	To market the avenue as a mall/street	Beverly Business Association
3. iii)	To initiate a shop local campaign	Beverly Business Association

Goal 3. To create an environment which will attract new business

1. i)	To establish a Business Watch program	Beverly Business Association
1. ii)	To develop partnerships between the police and merchants	Edmonton Police Service
2. i)	To involve community residents in festivals	Festival Committee
2. ii)	To enhance and market the community and promote the historical significance with signage	Beverly Business Association
2. iii)	To promote community businesses and events through calendars	Beverly Business Association

Goal 4: To improve community partnerships

1. i)	To conduct a capacity inventory	Steering Committee
1. ii)	To explore joint projects	Steering Committee
2. i)	To initiate contacts with EDE, Chamber of Commerce and BRZ's	Beverly Business Association
2. ii)	To provide media with positive stories	Steering Committee
2. iii)	To develop a tourist information booth	Beverly Business Association/Community Development Office

HOUSING

Goal 1: To preserve and upgrade existing housing

Reference Number	Initiative	Lead Responsibility
1. i)	To ensure the enforcement of basic health,	Planning and Development Department safety and building standards
1. ii)	To maintain the physical appearance of the buildings and environs	Property Owners
1. iii)	To pilot a Safe Habitat Accreditation program	Planning and Development Department
1. iv)	To involve tenants in decisions	Tenants Organizations
1. v)	To work with community organizations	Landlord and Tenants Organizations
1. vi)	To provide educational seminars about standards	Planning and Development Department
2. i)	To provide incentives to property owners for improvements (RRAP)	Planning and Development Department
2. ii)	To explore non-profit options	Steering Committee
2. iii)	To provide safe, affordable housing for disabled and seniors	Commissioner of Housing/Steering Committee
3. i)	To explore the possibilities of portable subsidies	Capital Region Housing
3. ii)	To ensure distribution of subsidized housing throughout the City	Capital Region Housing
3. iii)	To ensure affordable housing for seniors	Steering Committee
4. i)	To assist tenants with the formation of tenants associations	Steering Committee
4. ii)	To assist residents with the formation of condominium associations or co-ops	Steering Committee

Goal 2: To develop a balance of affordable rental and owner occupied housing in Abbottsfield and North Rundle Heights

1. i)	To explore rent-to-own, sweat equity schemes for down payments	Property Owners
1. ii)	To explore alternative financing options	Community Development Office
1. iii)	To cooperate with property owners to realize home ownership	Steering Committee

TRANSPORTATION/PHYSICAL ENVIRONMENT

Goal 1: To improve the maintenance and appearance of the physical environment

Reference Number	Initiative	Lead Responsibility
1. i)	To organize semi-annual clean ups	Community Development Office Community Organizations
1. ii)	To promote bylaw enforcement for litter, snow removal	Finance Department Bylaw Enforcement
1. iii)	To establish a tool lending location	Tenants Organizations
1. iv)	To improve the energy efficiency of homes	Property Owners
2. i)	To organize the collection of large items semi-annually	Public Works Department
2. ii)	To coordinate community clean-up with city's schedule	Public Works Department
2. iii)	To ensure sufficient garbage receptacles on main streets and in playgrounds	Beverly Business Association/Parks and Recreation
2. iv)	To enforce bylaws requiring appropriate enclosures for large garbage receptacles	Planning & Development Department
2. v)	To provide convenient recycling locations in complexes	Public Works Department, Complex Managers
3. i)	To initiate mural or banner projects	Beverly Business Association/ Community Development Office
3. ii)	To promote positives in the area through newspapers and bulletin boards	Steering Committee Community Development Office
3 iii)	To post welcome signs at the entrance to the community	Beverly Business Association/ Community Development Office
4. i)	To coordinate community - wide semi annual clean ups	Community Development Office
4. ii)	To schedule regular clean - ups of areas with excessive litter accumulation	Community Development Office

Goal 2: To improve the infrastructure as needed

Reference Number	Initiative	Lead Responsibility
1. i)	To coordinate volunteer effort to assist in the planting of flowers and trees	Neighbourhood Beautification Committee, Community Organizations
1. ii)	To conduct neighbourhood safety audit on 118 Avenue, with particular attention to lighting needs	Neighbourhood Patrol/ Beverly Business Association
1. iii)	To consult with seniors and special needs persons to ensure their concerns are addressed	Community Organizations
2.	To ensure access for disabled persons when upgrading sidewalks and curbs	Public Works

Goal 3: To improve vehicle circulation, pedestrian safety and transit circulation

Reference Number	Initiative	Lead Responsibility
1.	To reduce the shortcutting of vehicle circulation, pedestrian safety and transit circulation	Transportation Department
2.	To reduce the speeding on community roadways	Transportation Department
3.	To address the volume of traffic on community streets	Transportation Department
4. i)	To provide convenient time limited parking on 118 Avenue	Transportation Department/ Beverly Business Association
4. ii)	To provide off street parking close to 118 Avenue with well-marked signage	Transportation Department/ Beverly Business Association
4. iii)	To provide adequate parking for disabled and seniors	Transportation Department/ Beverly Business Association
4. iv)	To assess the impacts on surrounding residents	Transportation Department/ Beverly Business Association
5. i)	To minimize conflicts with vehicles	Transportation Department/ Steering Committee
5. ii)	To maximize the safety of pedestrians, particularly children	Transportation Department/ Steering Committee
5. iii)	To improve the pedestrian-friendliness on 118 Avenue	Steering Committee/ Beverly Business Association
5. iv)	To regularly evaluate the pedestrian safety in the community	Steering Committee/ Community Schools
Obj.6	To establish community bicycle routes	Transportation Department
Obj.7	To evaluate the impacts of Transportation Master Plan on community	Transportation Department/ Steering Committee
Obj.8	To address transportation impacts of tourist trade on the community	Transportation Department/ Steering Committee
Obj.9	To promote community safety with signage	Public Works Department/ Steering Committee
Obj.10	To provide the community with early, meaningful opportunities for input on transportation issues	Steering Committee/ Transportation Department

LAND USE DEVELOPMENT

Goal 1: To minimize land use conflicts

Reference Number	Initiative	Lead Responsibility
1.i)	Increase bylaw enforcement	Planning and Development Department/ Bylaw Enforcement
1.ii)	Encourage a range of business activity on 118 Avenue	Beverly Business Association/ Community Development Office
1.iii)	Encourage a high standard of development	Planning and Development Department/ Beverly Business Association
1.iv)	Discourage the further proliferation of less desirable businesses	Planning and Development Department/ Beverly Business Association

Goal 2: To enhance the "small town" character

1.i)	To encourage businesses that serve the residents	Beverly Business Association/ Community Organizations
1.ii)	To encourage the redevelopment of vacant lands with low density development	Planning and Development Department
1.iii)	To promote the historical significance of the area	Beverly Business Association/ History Committee
1.iv)	To increase the profile of 118 Avenue as the eastern gateway to the city	Beverly Business Association

Goal 3: To encourage the mix of appropriate residential and commercial uses

1.i)	To provide the community with opportunities for input into the development process	Planning and Development Department
1.ii)	To maintain the low density character of the community	Planning and Development Department
1.iii)	To encourage the development of vacant lands for low density use	Planning and Development Department
1.iv)	To support the multi-family developments	Steering Committee
1.v)	To educate residents about Land Use issues	Planning and Development Department
1.vi)	To encourage the development of seniors' housing	Planning and Development/ Seniors Organizations
1.vii)	To encourage cooperation between residents and businesses	Beverly Business Association/ Community Organizations (already begun)
1.viii)	To develop group homes in accordance with bylaws	Planning and Development/ Bylaw Enforcement

CRIME AND SAFETY

Goal 1: To organize the community

Reference Number	Initiative	Lead Responsibility
1.i)	To organize /adapt programs dealing with crime	Community Leagues/ Community Organizations
1.ii)	To organize residents to address crime concerns	Community Organizations
1.iii)	To work with businesses to address crime concerns	Beverly Business Association

Goal 2: To reduce levels of youth crime

1.i)	To develop recreational and educational programs	Community and Family Services
1.ii)	To provide programs for youth who have been involved in crime	Edmonton Police Service

Goal 3: To develop community partnerships with the Police and Emergency Response Services

1.i)	To strengthen the foot patrol program	Edmonton Police Service
1.ii)	To work with the community to address crime and safety issues	Community Development Office
1.iii)	To improve and ensure good communication with the Edmonton Police Service	Edmonton Police Service/ Community Development Office
1.iv)	To provide volunteer support in the community	Edmonton Police Service
Obj.2	To encourage installation of smoke alarms	Emergency Response Services
Obj.3	To target the primary users of prostitution	Neighbourhood Patrol

Goal 4: To promote public safety

1.i)	To work with schools and community groups on personal safety issues	Edmonton Police Service
1.ii)	To work to lower the risks of substance abuse	Community Organizations
1.iii)	To provide programs on fire prevention and inspections	Emergency Response Services
2.i)	To conduct neighbourhood safety audits	Neighbourhood Patrol
3.i)	To install pay phones/emergency phones	Telus
3.ii)	To maintain playgrounds	Parks and Recreation Department
3.iii)	To patrol parks regularly	Neighbourhood Patrol, Community Residents

RECREATION, COMMUNITY AND SOCIAL SERVICES

Goal 1: To support, promote and improve existing leisure spaces, facilities and programs

Reference Number	Initiative	Lead Responsibility
1.i)	Strengthen the Community League organizations	Community League Executive/ Community Development Office
1.ii)	To work with ACT Centre/Rundle Park	A.C.T./ Parks and Recreation
1.iii)	To work with the Abbottsfield Recreation Centre	Abbottsfield Recreation Centre
2.	To secure a community based Recreation Coordinator	Steering Committee/ Community Development Office
3.i	To maintain regular equipment checks	Parks and Recreation
3.ii)	To replace outdated and unsafe play equipment	Community Leagues
3.iii)	To schedule regular clean ups	Parks and Recreation/ Steering Committee
3.iv)	To develop and maintain volunteer supervision	Steering Committee
4. i)	To ensure the input of residents into the development of programs	Steering Committee/ Parks and Recreation
4.ii)	To encourage volunteerism	Steering Committee

Goal 2: To develop new leisure spaces, facilities and programs as needed

1.i)	To actively promote the involvement of those who currently do not participate	Community Development Office
1.ii)	To develop programs which encourage the involvement of youth	Community Leagues
1.iii)	To work with the community to develop fun leagues and events	Community Leagues
1.iv)	To promote affordable community - based cooperative opportunities	Steering Committee
2.i)	To distribute flyers to ethnic groups in the community	Community Development Office
2.ii)	To publish a directory of services	Steering Committee/ Community Development Office
2.iii)	To have a community suggestion box available	Steering Committee/ Community Development Office
2.iv)	To have community events posted on the Internet	Steering Committee
3.i)	To develop and administer community interest surveys	Steering Committee/ Community Development Office
3.ii)	To create play spaces close to home for children	Community Leagues/ Housing Complex Managers
3.iii)	To develop affordable opportunities for leisure to low income families	Parks and Recreation/ Community Leagues
4.i)	To develop a volunteer base	Steering Committee/ Community Development Office

Reference Number	Initiative	Lead Responsibility
4.ii)	To have residents continue to participate in the development of recreation and community services	Steering Committee/ Community Leagues

Goal 3: To foster the development of a caring, responsible community

1.i)	To secure resources to address the concerns of teens	Community and Family Services
1.ii)	To develop and administer a survey of teens	Community Development Office
1.iii)	To provide mentors for teens	Steering Committee/ Community Development Office
1.iv)	To provide mentorship opportunities for teens	Steering Committee/ Community Organizations
2.	To develop and promote culturally sensitive programs with the ethnic population	Community and Family Services Department/ Steering Committee
3.	To promote programs for low income families	Community and Family Services/ Steering Committee
4.	To support the development of an Aboriginal Cultural Centre	Meskahnow Society
5.	To work with community groups to facilitate the establishment of licensed family day homes	Steering Committee/ Community Development Office
6.i)	To promote and expand the food co-ops	Community Organizations
6.ii)	To develop and promote community gardens	Community Development Office/ Steering Committee
6.iii)	To arrange car pools	Community Development Office/ Steering Committee
6.iv)	To maintain and expand collective kitchens	Community Organizations
6.v)	To explore lending opportunities	Community Development Office
7.i)	To match the skills of seniors with youth in the community	Community Development Office
7.ii)	To work with schools to provide programs	School Boards
7.iii)	To work with school boards to address the need of Aboriginal youth	School Boards
8.i)	To enhance existing programs	School Boards
8.ii)	To provide mentors for youth	Community Development Office

Goal 4: To strengthen and revitalize the community

1.i)	To hold special community celebrations and events	Festival Committee
1.ii)	To facilitate the interaction between seniors and youth	Steering Committee/ Community Development Office
1.iii)	To employ a full time community coordinator to facilitate interaction	Steering Committee
2.i)	To publish a community directory	Community Development Office
2.ii)	To publish a directory of services and programs in the community	Community Development Office
2.iii)	To obtain positive media for community events and in the community	Community Development Office